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ABSTRACT

Four national surveys using personal interviews with independent samples of 1500+ adults each were reported. The surveys were conducted between December 1974 and June 1975. The surveys assessed awareness of the television program Feeling Good," sources of awareness, incidence of viewing, and incidence of selected health care practices. Detailed data for each survey and subject is included. (Author/HAB)

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ED125601

THE NATIONAL AUDIENCE

FOR "FEELING GOOD"

SURVEY ONE: January 24, 1975

SURVEY TWO: March 6, 1975

SURVEY THREE: May 23, 1975

SURVEY FOUR: July 8, 1975

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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Conducted for:

Children's Television Workshop

The Gallup Organization, Inc.
53 Bank Street
Princeton, New Jersey

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IR 003 688

THE NATIONAL AUDIENCE

FOR "FEELING GOOD"

SURVEY ONE

January 24, 1975

Conducted for:
Children's Television Workshop

THE GALLUP ORGANIZATION, INC.
53 BANK STREET
PRINCETON, NEW JERSEY

TABLE OF CONTENTS

		Page
INTRODUCTION		1
SUMMARY		2
DETAILED TABLES	Table	8
Knowledge of Various TV Programs	1	
Source of Knowledge of "Feeling Good"	3	
When "Feeling Good" Seen	3	
Steps Taken Toward Better Health Care		
All Adults	5	
Women	7	
Parents	9	
Status of PBS In Area	11	
TECHNICAL APPENDIX		9
Composition of The Sample		10
Design of the Sample		12
Number of Interviews		14
Sampling Tolerances		15
The Questionnaire		

GO 74144

INTRODUCTION

This is a report on the first of a series of national surveys related to the program "Feeling Good". The objectives of this survey are to provide benchmark information on public awareness [illegible]iewing of the TV show "Feeling Good" and on the public's health care practices. Future surveys will repeat these measurements. The specific objectives of this survey were to:

1. Measure awareness of the show "Feeling Good".
2. Determine sources of information about "Feeling Good" among those adults who had seen or were aware of the show.
3. Measure the incidence of viewing of the initial two "Feeling Good" programs.
4. Measure the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop.

Interviews were completed with a national sample of 1517 adult men and women 18 years and older. Interviewing was conducted during the period of December 3 - 8, 1974.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended talbes of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "Weighted Base" that appears in the detailed tables.

SUMMARY

Just under one fifth (22%) of all respondents said they have heard of "Feeling Good". This compares with 86% who have heard of the established, successful "Kojac" and 61% who have heard of the then new show "Tony Orlando and Dawn". Awareness of "Feeling Good" within the PBS signal area is the same (23%) as it is nationally.

Awareness of "Feeling Good" varies by age, education, and family income.

	Proportion Aware
	%
Age: 18 - 34	27
35 - 49	21
50 and older	18
Education:	
College	27
High School	22
Grade School	14
Family Income:	
$15,000 +	25
$10,000 - $14,999	23
$7,000 - $9,999	19
Under $7,000	19

The single most important source of claimed awareness of "Feeling Good" is television advertising. One third of those who claimed awareness cited this as where they had heard of the show. Second most frequent mention was "listing in TV Guide".

Source of Awareness	Only Those Aware
	%
Advertisement on television	35
Listing in TV Guide	18
Advertisement in newspaper	10
TV Guide feature article	10

Seven percent of all those interviewed claimed to have seen "Feeling Good" recently. This contrasts with 68% who said they have seen "Kojak" recently and 27% "Tony Orlando and Dawn".

Among those living in PBS signal areas, 8% claimed viewership, as did 4% of those living outside the signal areas of participating PBS station. Claimed viewership outside PBS signal areas may be the result of viewership of the special preview if carried on commercial stations, confusion, topographic anomalies that enable some people to pull in a PBS signal even though they live outside the normal signal area, or difficulty in precisely difining signal area boundaries.

Viewership of the first two specific shows was measured by showing respondents descriptions of the content of each. (See Technical Appendix).

Among those aware of "Feeling Good", 17% (or 4% of the total sample) claimed to have seen at least one of the first two shows, with 13% claimed viewing of the November 20th show and 7% claimed viewing of the November 27th shows.

Among all those living in the PBS signal areas, 4% said they had seen at least one of the first two shows, compared with 2% of those living outside the PBS signal areas.

The tables on the following pages summarize the key survey results.

KNOWLEDGE OF VARIOUS TV SHOWS BASED ON ALL ADULTS

	Aware of Show		Recently Watched Show	
	All Adults	Live in PBS Signal Area	All Adults	Live in PBS Signal Area
	%	%	%	%
Kojac	86	86	68	67
Little House on the Prairie	78	78	50	48
That's My Mama	71	72	45	44
Tony Orlando & Dawn	61	64	27	27
Masterpiece Theater	48	51	24	26
Feeling Good	22	23	7	8
None of the Shows	5	5	9	10
Couldn't Say	1	1	5	4

SOURCES OF KNOWLEDGE ABOUT FEELING GOOD

	Aware Adults	
	All Signal	Live in Signal Area
	%	%
Advertisement on television	35	34
Listing in TV Guide	18	19
Advertisement in newspaper	10	10
TV Guide feature article	9	9
Friends or relatives	5	5
Listing in weekly newspaper program guide	4	4
Articles in newspaper or magazine	3	3
Listing in daily newspaper	3	3
Advertisement in magazine	2	2
Half hour special preview	1	1
Poster or notice on bulletin boards	*	*
Don't remember	24	25
	114	115

Total is more than 100% because of multiple response.

*Less than one percent.

RECENT VIEWING OF FEELING GOOD BASED
ON THOSE AWARE OF THE SHOW

	All Aware Adults	Aware Adults In PBS Signal Areas
	%	%
Saw at least one "Feeling Good" segment	17	17
Shows seen		
Week of Nov. 20, 1974	13	13
Week of Nov. 27, 1974	7	8
Have not seen "Feeling Good"	58	55
Don't Remember	25	28
Total Aware	100	100

RECENT VIEWING OF "FEELING GOOD"
BASED ON ALL ADULTS

	All Adults	Adults In PBS Signal Areas
	%	%
Saw at least one "Feeling Good" segment	4	4
Shows seen		
Week of Nov. 20, 1974	3	3
Week of Nov. 27, 1974	2	2
Aware but not seen "Feeling Good"	13	13
Aware but don't remember if seen	5	6
Not aware	78	77
	100	100

STEPS TAKEN TOWARD BETTER HEALTH
WITHIN PAST TWO MONTHS

	All Adults	Adults who live In PBS Signal Areas
	%	%
Read article about health	54	56
Had blood pressure checked	44	44
Had more fresh fruit	38	38
Had physical examination	34	35
Cut down on eggs, meat, butter or milk	30	30
Dieted to lose weight	28	28
Increased regular exercise	27	29
Had dental checkup	24	25
Self quiz on drinking	9	10
	Among Women	
	%	
Breast self-examination	51	53
Breast examination by doctor	32	33
Pap test	32	32
	Among Parents	
	%	
Cut down on children's snacks	50	51
Took pre-schoolers for shots	23	23

PBS SIGNAL RECEPTION

	All Adults %
PBS Station in Area	83
Can't receive signal	9
Poor reception	6
Fair reception	8
Good reception	38
Don't Know	22
No PBS Station in Area	17
	100

DETAILED TABLES

KNOWLEDGE OF VARIOUS TV PROGRAMS
BASED ON ALL ADULTS

TABLE 1

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	INCOME: $15M+	INCOME: $10000 -14999	INCOME: $7000 -9999	INCOME: UNDER $7000
WEIGHTED BASE	2653	1258	1395	979	689	975	670	1468	507	751	639	324	877
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TV PROGRAMS HEARD OF													
TONY ORLANDO & DAWN	1628	750	878	742	457	426	441	975	211	517	451	191	439
	61.4	59.6	62.9	75.8	66.3	43.7	65.8	66.4	41.6	68.8	70.6	59.0	50.1
LITTLE HOUSE ON THE PRAIRIE	2061	898	1163	801	556	694	509	1203	343	613	535	242	628
	77.7	71.4	83.4	81.8	80.7	71.2	76.0	81.9	67.7	81.6	83.7	74.7	71.6
THAT'S MY MAMA	1891	862	1029	801	505	579	465	1112	309	561	478	223	588
	71.3	68.5	73.8	81.8	73.3	59.4	69.4	75.7	60.9	74.7	74.8	68.8	67.0
FEELING GOOD	582	282	300	264	145	173	182	330	69	189	147	62	168
	21.9	22.4	21.5	27.0	21.0	17.7	27.2	22.5	13.6	25.2	23.0	19.1	19.2
KOJAC	2267	1083	1184	919	607	735	608	1282	370	696	587	278	658
	85.5	86.1	84.9	93.9	88.1	75.4	90.7	87.3	73.0	92.7	91.9	85.8	75.0
MASTERPIECE THEATRE	1262	540	722	560	316	384	447	694	118	470	306	130	324
	47.6	42.9	51.8	57.2	45.9	39.4	66.7	47.3	23.3	62.6	47.9	40.1	36.9
NONE OF THE ABOVE	125	69	56	20	16	89	14	54	56	10	13	16	76
	4.7	5.5	4.0	2.0	2.3	9.1	2.1	3.7	11.0	1.3	2.0	4.9	8.7
DON'T KNOW	17	16	1	2	7	8	3	5	9		6	4	7
	.6	1.3	.1	.2	1.0	.8	.4	.3	1.8		.9	1.2	.3
TV PROGRAMS WATCHED													
TONY ORLANDO & DAWN	706	300	406	366	183	156	175	459	71	203	213	84	186
	26.6	23.8	29.1	37.4	26.6	16.0	26.1	31.3	14.0	27.0	33.3	25.9	21.2
LITTLE HOUSE ON THE PRAIRIE	1325	511	814	485	335	497	254	794	274	350	326	165	452
	49.9	40.6	58.4	49.5	48.6	51.0	37.9	54.1	54.0	46.6	51.0	50.9	51.5
THAT'S MY MAMA	1183	534	649	535	294	351	244	729	209	307	283	150	411
	44.6	42.4	46.5	54.6	42.7	36.0	36.4	49.7	41.2	40.9	44.3	46.3	46.9
FEELING GOOD	191	88	103	88	40	63	53	106	32	47	30	30	74
	7.2	7.0	7.4	9.0	5.8	6.5	7.9	7.2	6.3	6.3	4.7	9.3	8.4
KOJAC	1815	867	948	748	473	590	478	1027	307	563	464	217	528
	68.4	68.9	68.0	76.4	68.7	60.5	71.3	70.0	60.6	75.0	72.6	57.0	60.2
MASTERPIECE THEATRE	637	266	371	281	142	214	243	333	60	227	142	64	179
	24.0	21.1	26.6	28.7	20.6	21.9	36.3	22.7	11.8	30.2	22.2	19.8	20.4
NONE OF THE ABOVE	246	145	101	54	60	131	59	121	65	62	45	31	101
	9.3	11.5	7.2	5.5	8.7	13.4	8.8	8.2	12.8	8.3	7.0	9.6	11.5
DON'T KNOW	127	67	55	32	33	57	26	65	29	28	28	12	49
	4.6	5.3	3.9	3.3	4.8	5.8	3.9	4.4	5.7	3.7	4.4	3.7	5.6

KNOWLEDGE OF VARIOUS TV PROGRAMS
BASED ON ALL ADULTS

TABLE 2

		OCCUPATION					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2653	615	260	1095	78	532	2205	1015	221	153	228	588	448
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TV PROGRAMS HEARD OF													
TONY ORLANDO & DAWN	1628	420	192	699	30	242	1404	710	162	99	148	285	224
	61.4	68.3	73.8	63.8	38.5	45.5	63.7	70.0	73.3	64.7	64.9	48.5	50.0
LITTLE HOUSE ON THE PRAIRIE	2061	482	210	872	56	389	1731	820	189	131	199	392	330
	77.7	78.4	80.8	79.6	71.8	73.1	78.5	80.8	85.5	85.6	87.3	66.7	73.7
THAT'S MY MAMA	1891	435	209	849	34	305	1595	791	181	114	167	342	296
	71.3	70.7	80.4	77.5	43.6	57.3	72.3	77.9	81.9	74.5	73.2	58.2	66.1
FEELING GOOD	582	155	64	252	9	91	517	304	58	43	37	75	65
	21.9	25.2	24.6	23.0	11.5	17.1	23.4	30.0	26.2	28.1	16.2	12.8	14.5
KOJAC	2267	566	243	955	54	385	1890	941	204	137	189	419	377
	85.5	92.0	93.5	87.2	69.2	72.4	85.7	92.7	92.3	89.5	82.9	71.3	84.2
MASTERPIECE THEATRE	1262	371	142	493	25	191	1128	631	119	71	94	213	134
	47.6	60.3	54.6	45.0	32.1	35.9	51.2	62.2	53.8	46.4	41.2	36.2	29.9
NONE OF THE ABOVE	125	12	3	40	12	52	101	26	4		5	66	24
	4.7	2.0	1.2	3.7	15.4	9.8	4.6	2.6	1.8		2.2	11.2	5.4
DON'T KNOW	17	7	1	4		5	15				2	13	2
	.6	1.1	.4	.4		.9	.7				.9	2.2	.4
TV PROGRAMS WATCHED													
TONY ORLANDO & DAWN	706	179	98	308	2	101	592	305	72	38	59	118	114
	26.6	29.1	37.7	28.1	2.6	19.0	26.8	30.0	32.6	24.8	25.9	20.1	25.4
LITTLE HOUSE ON THE PRAIRIE	1325	254	119	588	50	286	1055	461	120	90	123	261	270
	49.9	41.3	45.8	53.7	64.1	53.8	47.8	45.4	54.3	58.8	53.9	44.4	60.3
THAT'S MY MAMA	1183	246	136	551	16	194	964	456	102	65	121	220	219
	44.6	40.0	52.3	50.3	20.5	36.5	43.7	44.9	46.2	42.5	53.1	37.4	48.9
FEELING GOOD	191	51	13	80	2	43	173	87	23	11	17	35	18
	7.2	8.3	5.0	7.3	2.6	8.1	7.8	8.6	10.4	7.2	7.5	6.0	4.0
KOJAC	1815	450	195	762	43	311	1484	727	161	107	149	340	331
	68.4	73.2	75.0	69.6	55.1	58.5	67.3	71.6	72.9	69.9	65.4	57.8	73.9
MASTERPIECE THEATRE	637	207	61	242	11	92	563	348	60	22	40	93	74
	24.0	33.7	23.5	22.1	14.1	17.3	25.5	34.3	27.1	14.4	17.5	15.8	16.5
NONE OF THE ABOVE	246	49	19	82	13	71	221	78	23	15	16	89	25
	9.3	8.0	7.3	7.5	16.7	13.3	10.0	7.7	10.4	9.8	7.0	15.1	5.6
DON'T KNOW	122	31	12	50	2	27	99	40	4	3	9	43	23
	4.6	5.0	4.6	4.6	2.6	5.1	4.5	3.9	1.8	2.0	3.9	7.3	5.1

SOURCE OF KNOWLEDGE ABOUT 'FEELING GOOD'
WHEN 'FEELING GOOD' SEEN
BASED ON THOSE AWARE OF 'FEELING GOOD'

TABLE 3

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	INCOME: $15M+	INCOME: $10000-14999	INCOME: $7000-9999	INCOME: UNDER $7000
WEIGHTED BASE	582	282	300	264	145	173	182	330	69	189	147	62	168
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCE OF KNOWLEDGE													
ADVERTISEMENT ON TELEVISION	206	97	109	103	42	61	58	108	39	43	46	30	80
	35.4	34.4	36.3	39.0	29.0	35.3	31.9	32.7	56.5	22.8	31.3	48.4	47.6
ADVERTISEMENT IN NEWSPAPER	57	34	23	11	22	24	16	38	3	25	18	4	10
	9.8	12.1	7.7	4.2	15.2	13.9	8.8	11.5	4.3	13.2	12.2	6.5	6.0
ADVERTISEMENT IN MAGAZINE	14	4	10	8	5	1	5	9		8	3		3
	2.4	1.4	3.3	3.0	3.4	.6	2.7	2.7		4.2	2.0		1.8
HALF-HOUR SPECIAL PREVIEW	8	2	6		8		7	1		7	1		
	1.4	.7	2.0		5.5		3.8	.3		3.7	.7		
TV GUIDE FEATURE ARTICLE	52	11	41	15	25	12	10	37	5	9	15	9	13
	8.9	3.9	13.7	5.7	17.2	6.9	5.5	11.2	7.2	4.8	10.2	14.5	7.7
LISTING IN DAILY NEWSPAPER	15	7	8	6	4	5	7	7	1	3	3	6	3
	2.6	2.5	2.7	2.3	2.8	2.9	3.9	2.1	1.4	1.6	2.0	9.7	1.8
LISTING IN TV GUIDE	107	49	58	55	24	28	28	64	15	33	16	13	45
	18.4	17.4	19.3	20.8	16.6	16.2	15.4	19.4	21.7	17.5	10.9	21.0	26.8
LISTING IN WEEKLY NEWSPAPER PROGRAM GUIDE	24	10	14	11	6	7	15	9		10	5	3	5
	4.1	3.5	4.7	4.2	4.1	4.0	8.2	2.7		5.3	3.4	4.8	3.0
ARTICLES IN NEWSPAPER OR MAGAZINE	16	11	5	12	2	2	10	6		10	5	1	
	2.7	3.9	1.7	4.5	1.4	1.2	5.5	1.8		5.3	3.4	1.6	
FRIENDS OR RELATIVE	31	16	15	14	6	11	10	15	6	6	11	5	6
	5.3	5.7	5.0	5.3	4.1	6.4	5.5	4.5	8.7	3.2	7.5	8.1	3.6
POSTERS, BULLETIN BOARDS	2		2		2		2			2			
	.3		.7		1.4		1.1			1.1			
DON'T REMEMBER/DON'T KNOW	138	82	56	58	28	52	40	82	16	53	48	11	22
	23.7	29.1	19.7	22.0	19.3	30.1	22.0	24.8	23.2	28.0	32.7	17.7	13.1
WHEN VIEWED													
WEEK OF NOV 20	74	44	30	33	12	29	15	45	13	13	16	8	31
	12.7	15.6	10.0	12.5	8.3	16.8	8.2	13.6	18.8	6.9	10.9	12.9	18.5
WEEK OF NOV 27	43	25	18	12	4	27	17	16	10	11	13	7	12
	7.4	8.9	6.0	4.5	2.8	15.6	9.3	4.8	14.5	5.8	8.8	11.3	7.1
SAW AT LEAST ONE (NET)	97	52	45	40	14	43	25	53	18	21	19	11	40
	16.7	18.4	15.0	15.2	9.7	24.9	13.7	16.1	26.1	11.1	12.9	17.7	23.8
NEITHER	336	146	190	163	91	82	114	189	33	102	87	40	97
	57.7	51.8	63.3	61.7	62.8	47.4	62.6	57.3	47.8	54.0	59.2	64.5	57.7
DON'T KNOW	149	84	65	61	40	48	43	88	18	66	41	11	31
	25.6	29.8	21.7	23.1	27.6	27.7	23.6	26.7	26.1	34.9	27.9	17.7	18.5

SOURCE OF KNOWLEDGE ABOUT 'FEELING GOOD'
WHEN 'FEELING GOOD' SEEN
BASED ON THOSE AWARE OF 'FEELING GOOD'

TABLE 4

		OCCUPATION					PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	582	155	64	252	9	91	517	304	58	43	37	75	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCE OF KNOWLEDGE													
ADVERTISEMENT ON TELEVISION	206	38	25	96	3	42	175	95	22	18	14	26	31
	35.4	24.5	39.1	38.1	33.3	46.2	33.8	31.3	37.9	41.9	37.8	34.7	47.7
ADVERTISEMENT IN NEWSPAPER	57	9	9	29	2	8	49	32	9	2	1	5	8
	9.8	5.8	14.1	11.5	22.2	8.8	9.5	10.5	15.5	4.7	2.7	6.7	12.3
ADVERTISEMENT IN MAGAZINE	14	2	5	5		2	9	8	1				5
	2.4	1.3	7.8	2.0		2.2	1.7	2.6	1.7				7.7
HALF-HOUR SPECIAL PREVIEW	8	5	2	1			7	3		4			1
	1.4	3.2	3.1	.4			1.4	1.0		9.3			1.5
TV GUIDE FEATURE ARTICLE	52	14	10	20		6	48	29	8	7	1	3	4
	8.9	9.0	15.6	7.9		6.6	9.3	9.5	13.8	16.3	2.7	4.0	6.2
LISTING IN DAILY NEWSPAPER	15	9		3		3	14	11	2		1		1
	2.6	5.8		1.2		3.3	2.7	3.6	3.4		2.7		1.5
LISTING IN TV GUIDE	107	27	9	46	1	18	96	67	13	6	5	5	11
	18.4	17.4	14.1	18.3	11.1	19.8	18.6	22.0	22.4	14.0	13.5	6.7	16.9
LISTING IN WEEKLY NEWSPAPER PROGRAM GUIDE	24	11	3	3	2	5	22	11	8		3		2
	4.1	7.1	4.7	1.2	22.2	5.5	4.3	3.6	13.8		8.1		3.1
ARTICLES IN NEWSPAPER OR MAGAZINE	16	8	1	5		2	16	10			1	5	
	2.7	5.2	1.6	2.0		2.2	3.1	3.3			2.7	6.7	
FRIENDS OR RELATIVE	31	8	2	14		6	26	15	1		6	4	5
	5.3	5.2	3.1	5.6		6.6	5.0	4.9	1.7		16.2	5.3	7.7
POSTERS, BULLETIN BOARDS	2	2					2		2				
	.3	1.3					.4		3.4				
DON'T REMEMBER/DON'T KNOW	138	46	9	62	3	18	129	74	6	8	8	33	9
	23.7	29.7	14.1	24.6	33.3	19.8	25.0	24.3	10.3	18.6	21.6	44.0	13.8
WHEN VIEWED													
WEEK OF NOV 20	74	12	6	42	2	11	66	40	9	3	11	3	8
	12.7	7.7	9.4	16.7	22.2	12.1	12.8	13.2	15.5	7.0	29.7	4.0	12.3
WEEK OF NOV 27	42	10	2	15	2	14	41	33	3	1	2	2	2
	7.4	6.5	3.1	6.0	22.2	15.4	7.9	10.9	5.2	2.3	5.4	2.7	3.1
SAW AT LEAST ONE (NET)	97	19	8	47	2	20	88	58	11	3	11	5	9
	16.7	12.3	12.5	18.7	22.2	22.0	17.0	19.1	19.0	7.0	29.7	6.7	13.8
NEITHER	396	96	37	142	4	48	286	158	35	29	17	47	50
	57.7	61.9	57.8	56.3	44.4	52.7	55.3	52.0	60.3	67.4	45.9	62.7	76.9
DON'T KNOW	149	40	19	63	3	23	143	88	12	11	9	23	6
	25.6	25.8	29.7	25.0	33.3	25.3	27.7	28.9	20.7	25.6	24.3	30.7	9.2

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON ALL ADULTS

TABLE 5

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	INCOME: $15K+	INCOME: $10000 -14999	INCOME: $7000 -9999	INCOME: UNDER $7000
WEIGHTED BASE	2653	1258	1395	979	689	975	670	1468	507	751	639	324	877
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-EVERYBODY													
READ ARTICLE ABOUT HEALTH	1444	655	789	535	390	515	487	777	176	480	369	156	413
	54.4	52.1	56.6	54.6	56.6	52.8	72.7	52.9	34.7	63.9	57.7	48.1	47.1
HAD BLOOD PRESSURE CHECKED	1166	494	672	345	298	519	296	605	263	326	271	130	430
	44.0	39.3	48.2	35.2	43.3	53.2	44.2	41.2	51.9	43.4	42.4	40.1	49.0
SELF QUIZ IN DRINKING	249	125	124	117	50	80	92	131	26	80	68	43	57
	9.4	9.9	8.9	12.0	7.3	8.2	13.7	8.9	5.1	10.7	10.6	13.3	6.5
HAD PHYSICAL EXAMINATION	897	347	550	298	212	383	221	483	192	238	218	90	336
	33.8	27.6	39.4	30.4	30.8	39.3	33.0	32.9	37.9	31.7	34.1	27.8	38.3
HAD DENTAL CHECK-UP	640	289	351	255	190	195	219	359	60	250	172	68	134
	24.1	23.0	25.2	26.0	27.6	20.0	32.7	24.5	11.8	33.3	26.9	21.0	15.3
CUT DOWN EGGS, MEAT, BUTTER OR MILK	810	325	485	264	220	322	220	436	152	223	176	101	301
	30.5	25.8	34.8	27.0	31.9	33.0	32.8	29.7	30.0	29.7	27.5	31.2	34.3
DIETED TO LOSE WEIGHT	739	219	520	317	213	206	223	430	85	230	198	86	214
	27.9	17.4	37.3	32.4	30.9	21.1	33.3	29.3	16.8	30.6	31.0	26.5	24.4
HAD MORE FRESH FRUIT	1006	395	611	406	250	347	305	539	161	283	242	127	337
	37.9	31.4	43.8	41.5	36.3	35.6	45.5	36.7	31.8	37.7	37.9	39.2	38.4
INCREASED REGULAR EXERCISE	724	335	389	398	168	157	254	421	47	253	185	94	173
	27.3	26.6	27.9	40.7	24.4	16.1	37.9	28.7	9.3	33.7	29.0	29.0	19.7
MORE OF THEM	328	188	140	95	103	129	60	178	87	80	64	35	134
	12.4	14.9	10.0	9.7	14.9	13.2	9.0	12.1	17.2	10.7	10.0	10.8	15.3
DON'T KNOW	77	57	20	24	16	37	10	41	24	14	16	14	27
	2.9	4.5	1.4	2.5	2.3	3.8	1.5	2.8	4.7	1.9	2.5	4.3	3.1

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON ALL ADULTS

TABLE 6

	ALL ADULTS	OCCUPATION: PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	PBS RECEPTION: IN SIGNAL AREA: ALL	QUALITY OF RECEPTION: GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2653	615	260	1095	78	532	2205	1015	221	153	228	588	448
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-EVERYBODY													
	1444	423	143	557	27	252	1239	662	124	85	122	246	205
READ ARTICLE ABOUT HEALTH	54.4	68.8	55.0	50.9	34.6	47.4	56.2	65.2	56.1	55.6	53.5	41.8	45.8
	1166	252	113	458	30	282	978	445	84	89	121	239	188
HAD BLOOD PRESSURE CHECKED	44.0	41.0	43.5	41.8	38.5	53.0	44.4	43.8	38.0	58.2	53.1	40.6	42.0
	249	74	24	103	3	41	222	134	26	11	23	28	27
SELF QUIZ IN DRINKING	9.4	12.0	9.2	9.4	3.8	7.7	10.1	13.2	11.8	7.2	10.1	4.8	6.0
	897	211	72	347	17	230	767	354	78	50	99	186	130
HAD PHYSICAL EXAMINATION	33.8	34.3	27.7	31.7	21.8	43.2	34.8	34.9	35.3	32.7	43.4	31.6	29.0
	640	194	62	261	19	96	544	284	43	41	59	117	96
HAD DENTAL CHECK-UP	24.1	31.5	23.8	23.8	24.4	18.0	24.7	28.0	19.5	26.8	25.9	19.9	21.4
CUT DOWN EGGS, MEAT, BUTTER	810	182	83	309	16	188	672	322	69	46	82	153	138
OR MILK	30.5	29.6	31.9	28.2	20.5	35.3	30.5	31.7	31.2	30.1	36.0	26.0	30.8
	739	226	83	277	24	109	627	317	59	42	76	133	112
DIETED TO LOSE WEIGHT	27.9	36.7	31.9	25.3	30.8	20.5	28.4	31.2	26.7	27.5	33.3	22.6	25.0
	1006	259	101	380	37	203	848	423	84	62	94	185	158
HAD MORE FRESH FRUIT	37.9	42.1	38.8	34.7	47.4	38.2	38.5	41.7	38.0	40.5	41.2	31.5	35.3
	724	222	100	275	17	94	637	361	68	40	59	109	87
INCREASED REGULAR EXERCISE	27.3	36.1	38.5	25.1	21.8	17.7	28.9	35.6	30.8	26.1	25.9	18.5	19.4
	328	65	27	142	20	69	248	75	35	13	28	97	80
NONE OF THEM	12.4	10.6	10.4	13.0	25.6	13.0	11.2	7.4	15.8	8.5	12.3	16.5	17.9
	77	19	3	31		20	66	21	3	2	1	39	11
DON'T KNOW	2.9	3.1	1.2	2.8		3.8	3.0	2.1	1.4	1.3	.4	6.6	2.5

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON WOMEN

TABLE 7

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	INCOME: $15M+	INCOME: $10000 -14999	INCOME: $7000 -9999	INCOME: UNDER $7000
WEIGHTED BASE	1395		1395	512	362	513	304	836	253	356	323	146	533
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-WOMEN													
	450		450	180	126	143	104	271	75	115	112	54	164
BREASTS EXAMINED BY DOCTOR	32.3		32.3	35.2	34.8	27.9	34.2	32.4	29.6	32.3	34.7	37.0	30.8
	715		715	271	197	245	179	421	114	199	197	82	222
BREASTS EXAMINED BY SELF	51.3		51.3	52.9	54.4	47.3	58.9	50.4	45.1	55.9	61.0	56.2	41.7
	442		442	194	113	133	103	258	81	109	100	57	175
HAD A PAP TEST	31.7		31.7	37.9	31.2	25.9	33.9	30.9	32.0	30.6	31.0	39.0	32.8
	140		140	30	43	66	24	74	41	40	18	8	64
NONE OF THEM	10.0		10.0	5.9	11.9	12.9	7.9	8.9	16.2	11.2	5.6	5.5	12.0
	20		20	2	6	12		12	7	4	4	3	9
DON'T KNOW	1.4		1.4	.4	1.7	2.3		1.4	2.8	1.1	1.2	2.1	1.7

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON WOMEN

TABLE 8

		OCCUPATION					PPS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1395	321	156	547	40	289	1157	492	132	86	126	316	243
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-WOMEN													
BREASTS EXAMINED BY DOCTOR	450	111	40	194	9	80	377	159	34	33	45	106	73
	32.3	34.4	25.6	35.5	22.5	27.7	32.7	32.3	25.8	38.4	35.7	33.5	30.0
BREASTS EXAMINED BY SELF	715	188	76	274	19	128	610	277	65	50	69	149	105
	51.3	58.6	48.7	50.1	47.5	44.3	53.0	56.3	49.2	58.1	54.8	47.2	43.2
HAD A PAP TEST	442	95	50	185	4	92	372	132	45	30	45	120	70
	31.7	29.6	32.1	33.8	10.0	31.8	32.3	26.8	34.1	34.9	35.7	38.0	28.8
NONE OF THEM	140	30	14	48	5	42	95	27	14	7	12	35	45
	10.0	9.3	9.0	8.8	12.5	14.5	8.2	5.5	10.6	8.1	9.5	11.1	18.5
DON'T KNOW	20	3	2	9		5	17	6	2			9	3
	1.4	.9	1.3	1.6		1.7	1.5	1.2	1.5			2.8	1.2

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON PARENTS

TABLE 9

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	INCOME: $15M+	INCOME: $10000 -14999	INCOME: $7000 -9999	INCOME: UNDER $7000
WEIGHTED BASE	1273	577	696	627	507	134	309	812	150	441	367	162	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-PARENTS													
	639	213	426	307	259	70	149	417	72	201	210	91	129
CUT DOWN CHILDREN'S SNACKS	50.2	36.9	61.2	49.0	51.1	52.2	48.2	51.4	48.0	45.6	57.2	56.2	46.7
	298	121	177	190	91	15	75	190	32	81	81	46	79
TOOK PRE-SCHOOLER FOR SHOTS	23.4	21.0	25.4	30.3	17.9	11.2	24.3	23.4	21.3	18.4	22.1	28.4	28.6
	155	98	57	61	75	19	27	104	23	45	37	21	42
NONE OF THEM	12.2	17.0	8.2	9.7	14.8	14.2	8.7	12.8	15.3	10.2	10.1	13.0	15.2
	11	11		6	4	1	1	10		4	2	1	4
DON'T KNOW	.9	1.9		1.0	.8	.7	.3	1.2		.9	.5	.6	1.4

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON PARENTS

TABLE 10

		OCCUPATION					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1273	337	143	652	33	74	1071	515	113	68	115	260	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-PARENTS													
	639	158	72	343	19	28	550	270	49	42	55	134	89
CUT DOWN CHILDREN'S SNACKS	50.2	46.9	50.3	52.6	57.6	37.8	51.4	52.4	43.4	61.8	47.8	51.5	44.1
	298	71	26	164	8	19	243	108	21	11	30	73	55
TOOK PRE-SCHOOLER FOR SHOTS	23.4	21.1	18.2	25.2	24.2	25.7	22.7	21.0	18.6	16.2	26.1	28.1	27.2
	155	36	15	90	6	7	117	44	14	4	14	41	38
NONE OF THEM	12.2	10.7	10.5	13.8	18.2	9.5	10.9	8.5	12.4	5.9	12.2	15.8	18.8
	11	3		8			11	5				6	
DON'T KNOW	.9	.9		1.2			1.0	1.0				2.3	

STATUS OF PBS IN AREA
BASED ON ALL ADULTS

TABLE 11

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	INCOME: $15M+	INCOME: $10000 -14999	INCOME: $7000 -9999	INCOME: UNDER $7000
WEIGHTED BASE	2653	1258	1395	979	689	975	670	1468	507	751	639	324	877
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STATUS OF PBS													
NO PBS STATION IN AREA	448	205	243	143	110	193	66	228	152	83	89	76	189
	16.9	16.3	17.4	14.6	16.0	19.8	9.9	15.5	30.0	11.1	13.9	23.5	21.6
PBS STATION, NO RECEPTION	228	102	126	103	31	92	51	139	38	40	62	18	106
	8.6	8.1	9.0	10.5	4.5	9.4	7.6	9.5	7.5	5.3	9.7	5.6	12.1
POOR RECEPTION	153	67	86	38	56	56	54	72	26	61	28	13	47
	5.8	5.3	6.2	3.9	8.1	5.9	8.1	4.9	5.1	8.1	4.4	4.0	5.4
FAIR RECEPTION	221	89	132	80	72	69	66	127	27	72	62	27	59
	8.3	7.1	9.5	8.2	10.4	7.1	9.9	8.7	5.3	9.6	9.7	8.3	6.7
GOOD RECEPTION	1015	523	492	442	269	304	332	580	103	37[illegible]	280	124	206
	38.3	41.6	35.3	45.1	39.0	31.2	49.6	39.5	20.3	50.[illegible]	43.8	38.3	23.5
DON'T KNOW	588	272	316	173	151	259	101	322	161	11[illegible]	118	66	270
	22.2	21.6	22.7	17.7	21.9	26.6	15.1	21.9	31.8	15.4	18.5	20.4	30.8

STATUS OF PPS IN AREA
BASED ON ALL ADULTS

TABLE 12

		OCCUPATION					PPS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2653	615	260	1095	78	532	2205	1015	221	153	228	588	448
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STATUS OF PPS													
NO PPS STATION IN AREA	448	80	31	197	20	110							448
	16.9	13.0	11.9	18.0	25.6	20.7							100.0
PPS STATION, NO RECEPTION	228	45	18	103	4	52	228				228		
	8.6	7.3	6.9	9.4	5.1	9.8	10.3				100.0		
POOR RECEPTION	153	48	13	53	8	30	153			153			
	5.8	7.8	5.0	4.8	10.3	5.6	6.9			100.0			
FAIR RECEPTION	221	50	29	92	4	40	221		221				
	8.3	8.1	11.2	8.4	5.1	7.5	10.0		100.0				
GOOD RECEPTION	1015	300	12[illegible]	410	16	134	1015	1015					
	38.3	48.8	46.5	37.4	20.5	25.2	46.0	100.0					
DON'T KNOW	588	92	48	240	26	166	588					588	
	22.2	15.0	18.5	21.9	33.3	31.2	26.7					100.0	

TECHNICAL APPENDIX

SAMPLE COMPOSITION

	Total Sample
	%
All Adults	100.0
Sex	
Male	47.4
Female	52.6
	100.0
Age	
18 - 34 years	36.8
35 - 49 years	26.0
50 years and older	36.8
Undesignated	.4
	100.0
Education	
College	25.3
High School	55.3
Grade School	19.1
Undesignated	.3
	100.0
Annual Family Income	
$15,000 and over	28.4
$10,000 - $14,999	24.0
$5,000 - $9,999	25.7
Under $5,000	19.6
Undesignated	2.3
	100.0
Size of Community	
1,000,000 and over, including urban fringe	16.1
250,000 - 999,999, including urban fringe	20.5
50,000 - 249,999, including urban fringe	19.1
2,500 - 49,999	16.3
Under 2,500	28.0
	100.0

	Total Sample %
Race	
White	87.6
Black	10.6
Other	1.8
	100.0
Occupation of Chief Wage Earner	
Professional & Business: Professional technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators	23.2
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	9.8
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	41.2
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.9
Non-Labor Force	20.1
Undesignated	2.8
	100.0
Region of the Country	
East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	27.3
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	27.4
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	28.0
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	17.3
	100.0

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the findings.

THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central. West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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* Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

NUMBER OF INTERVIEWS

	All Adults	Aware of "Feeling Good"	Women	Parents
All	1517	352	768	735
Sex				
Male	749	170	--	328
Female	768	182	768	407
Age				
18 - 34 years	566	168	283	354
35 - 49 years	391	87	212	296
50 years and older	550	102	265	80
Education				
College	491	146	213	224
High School	816	178	463	450
Grade School	202	27	90	59
Income				
$15,000 and over	471	119	226	271
$10,000 - $14,999	371	92	185	214
$7,000 - $9,999	193	41	82	96
Under $7,000	452	92	258	141
Occupation				
Professional and Business	373	100	185	203
Clerical and Sales	157	43	89	84
Manual	614	138	309	375
Farmer	36	5	20	16
Non-Labor Force	296	59	141	42
PBS Reception				
In Signal Area Reception	1274	315	638	617
Good	619	194	291	308
Fair	136	36	79	70
Poor	80	22	40	37
None	119	19	61	58
Don't Know	320	44	167	144
Not in Signal Area	243	37	130	118

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

	Recommended Allowance For Sampling Error of a Percentage In Percentage Points (at 95 in 100 confidence level)*						
	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points (at 95 in 100 confidence level)*

TABLE A	Percentages near 20 or percentages near 80			
Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B	Percentages near 50			
Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

And now on another topic.....

ASK EVERYONE

18a. (HAND RESPONDENT CARD C) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

18b. (HAND RESPONDENT CARD C) During the past two or three months, that is, since the middle of September, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 18a Heard of	Q. 18b Seen
Tony Orlando & Dawn	1( )	1( )
Little House on the Prairie	2( )	2( )
That's My Mama	3( )	3( )
Feeling Good	4( )	4( )
Kojac	5( )	5( )
Masterpiece Theater	6( )	6( )
None of the above	V( )	V( )

ASK Q. 18c and 18d IF FEELING GOOD "HEARD OF" IN Q. 18a OR "SEEN" IN Q. 18b.

18c. Where have you heard or read about the program "Feeling Good"? (DO NOT READ LIST) Anyplace else?

1( )Advertisement on television
2( )Advertisement in newspaper
3( )Advertisement in magazine
4( )Half hour special preview
5( )TV Guide feature article
6( )Listing in daily newspaper
7( )Listing in TV Guide
8( )Listing in weekly newspaper program guide
9( )Article in newspaper or magazine
0( )Friends or relatives
X( )Posters, Bulletin boards
V( )Don't remember

18d. (HAND RESPONDENT CARD D) Did you happen to see either of these "Feeling Good" shows?

1( )Week of Nov. 27 - Dec. 3
2( )Week of Dec. 4 - 11
3( )Neither
V( )Don't Know

ASK EVERYONE:

18e. (HAND RESPONDENT CARD E) Just thinking of the past two months, that is, from about the middle of October to now, which, if any, of the following have you done? (JUST READ OFF THE LETTERS --MULTIPLE RESPONSES)

1( )A Looked at article or pamphlet about health
2( )B Blood pressure checked by doctor/nurse
3( )C Self quiz on drinking habits from/newspaper/TV
4( )D Regular phisical examination / nothing wrong
5( )E Regular check-up by dentist / nothing wrong
6( )F Cut down on eggs, meat, butter, or milk
7( )G Started a diet to lose weight
8( )H Made effort to have more fresh fruit or juice
9( )I Increased regular exercise

FOR WOMEN ONLY

11( )J Had a breast examination by doctor
12( )K Examined your own breasts for lumps
13( )L Had a Pap test

FOR PARENTS ONLY

14( )M Cut down on coke, cookies, candies, etc. that your children eat
15( )N Taken your pre-school child to get "shots" for measles, rubella, polio, or DTP

16( )O None of them
VV( ) Don't Know

ASK EVERYONE:

19. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD Y) Looking at the statements on this card. would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

1( )No PBS station in area
2( )PBS station, but can't get it
3( )Poor reception
4( )Fair reception
5( )Good reception
V( )Don't Know

CARD C

Tony Orlando & Dawn
Wednesday night on CBS

Little House on the Prarie
Wednesday night on NBC

That's My MAMA
Wednesday night on ABC

Feeling Good
Wednesday night or on the weekend on PBS

Kojac
Sunday night on CBS

Masterpiece Theater
Sunday or Friday night on PBS

A. Looked at an article or pamphlet about health.

B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.

C. Taken a self quiz on drinking habits from newspapers, TV, or health pamphlets.

D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.

E. Gone to a dentist for a regular check-up, even though your teeth were not bothering you.

F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.

G. Started a diet in order to lose weight.

H. Made a special effort to have more fresh fruit or fruit juice.

I. Increased the amount of regular exercise that you do.

FOR WOMEN ONLY

J. Had a breast examination by a doctor.

K. Examined your own breasts for lumps.

L. Had a Pap test.

FOR PARENTS ONLY

M. Made an effort to cut down on the amount of coke, cookies, candies, etc. that your children eat.

N. Taken your pre-school child to a doctor or clinic to get "shots" for measles, rubella, polio, or DTP.

Week of November 20 - November 26

Guest Stars: Helen Reddy, B.B. King, and Johnny Cash

Health Topics: Pre-natal care
Nutrition
Mental Health

Mac's Place: Mac hurts his back and sees a doctor.

Week of November 27 - December 3

Guest Stars: Pearl Bailey and Anne Murray

Health Topics: Overweight
Heart Disease and heart attacks
Children's eyesight and hearing
Child Health Associates

Mac's Place: Jason and Melba have trouble talking things over with each other on their first anniversary

THE NATIONAL AUDIENCE

FOR "FEELING GOOD"

SURVEY TWO

March 6, 1975

Conducted for:

CHILDREN'S TELEVISION WORKSHOP

THE GALLUP ORGANIZATION, INC.
53 BANK STREET
PRINCETON, NEW JERSEY

TABLE OF CONTENTS

		Page
INTRODUCTION		1
SUMMARY		
Trend in Awareness of The TV Show "Feeling Good"		2
Sources of Awareness About "Feeling Good"		4
Trend in Recent Viewing of "Feeling Good"		6
Reported Viewing of Specific "Feeling Good" Shows		8
PBS Signal Reception		10
Health Care Habits		11
Steps Taken Toward Better Health Among Those Who Have Seen Each "Feeling Good" Show		15
DETAILED TABLES		17
	Table	
Aided Awareness of Selected TV Programs	1	
Claimed Program Viewership - Based on All Adults	2	
Source of Knowledge About "Feeling Good" - Based on All Adults	3	
Steps Taken Toward Better Health Care - Based on All Adults	5	
PBS Signal Reception - Based on All Adults	7	
Steps Taken Toward Better Health Care - Based on Women	9	
Steps Taken Toward Better Health Care - Based on Parents	11	
Viewership of Specific "Feeling Good" Shows - Based on All Adults	13	
TECHNICAL APPENDIX		18
Composition of The Sample		19
Design of The Sample		20
Number of Interviews		23
Sampling Tolerances		25
The Questionnaire		27

INTRODUCTION

This is a report on the second of a series of national surveys related to the program "Feeling Good". The objectives of this survey are to provide information on the trend in public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. Future surveys will repeat these measurements. The specific objectives of this survey were to:

1. Measure the trend in awareness of the show "Feeling Good".
2. Determine sources of information about "Feeling Good" among those adults who had seen or were aware of the show.
3. Measure the trend in the incidence of viewing "Feeling Good".
4. Measure the trend in the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop. Identical questions were asked on both surveys.

Interviews were completed with a national sample of 1544 adult men and women 18 years and older. Interviewing was conducted during the period of February 1 - 3, 1975.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "Weighted Base" that appears in the detailed tables.

SUMMARY

TREND IN AWARENESS OF THE TV SHOW "FEELING GOOD"

Public awareness of "Feeling Good" was establisehd in the first week of the show's appearance. Since then awareness has plateaued.

About one fifth (22%) of all adults in the current survey said they have heard of the TV show "Feeling Good". This is identical to the 22% who had heard of "Feeling Good" in wave I of the survey. In contrast, 77% of all adults in the current survey were aware of "Tony Orlando and Dawn", (a new show) up 16 percentage points over wave I. The level of awareness of each of the other four shows remained about the same from wave I to wave II. Kojak again had the highest awareness level of the six shows tested, and "Feeling Good" the lowest.

	Heard of Each TV Show All Adults	
	Dec. 1974	Feb. 1975
	%	%
Trend in awareness		
Kojak	86	88
Little House on the Prairie	78	82
That's My Mama	71	77
Tony Orlando and Dawn	61	77
Masterpiece Theat	48	43
Feeling Good	22	22
None of the Shows	5	3
Couldn't say	1	-

Awareness of "Feeling Good" varies by age, education, family income, and occupation of chief wage earner. It also varies by whether one lives within a PBS signal area or not. This has been true for both wave I and wave II.

Awareness is higher among persons 18 - 34 years than among older persons; among persons with family incomes above $10,000 than those with lower family incomes; among white collar than among blue collar families; and awareness is positively related to education. Awareness is relatively high among those with good PBS signal reception and low among those who live outside the signal area of a PBS station. In no segment does awareness rise above three in ten.

	Proportion of All Adults Aware of "Feeling Good"	
	Dec. 1974	Feb. 1975
	%	%
Age		
18 - 34	27	26
35 - 49	21	20
50 years or older	18	18
Education		
College	27	29
High School	22	21
Grade School	14	14
Family Income		
$15,000 or more	25	25
$10,000 - $14,999	23	24
$7,000 - $9,999	19	19
Under $7,000	19	19
Occupation of Chief Wage Earner		
Professional or Business	25	28
Clerical or Sales	25	31
Manual	23	19
Farmer	12	6
Non-Labor Force	17	17
PBS Signal Reception		
Live in Signal Area	23	23
Quality of Reception		
Good	30	32
Fair	26	20
Poor	28	20
None	16	14
Don't Know	13	13
Not in Signal Area	14	16

SOURCES OF AWARENESS ABOUT "FEELING GOOD"

The failure of "Feeling Good" to increase its awareness level is reflected in the sources by means of which awareness has been generated. Those aware of "Feeling Good" were asked on an unaided basis where they had heard about "Feeling Good". In both surveys, the most frequently named source of awareness about "Feeling Good" is television advertising. Advertising on TV was mentioned by 7% of all adults in the current survey and by 8% in wave I. Named somewhat less often were program listings in TV Guide, named by 4% in each interviewing wave. Other sources were each named by 2% or less of all adults. Word of mouth awareness, which is an indicator of growing public interest, is of trivial significance in both surveys.

	All Adults	
	Dec. 1974	Feb. 1975
Sources of Information About "Feeling Good"	%	%
Advertisement on television	8	7
Listing in TV Guide	4	4
Advertisement in newspaper	2	2
TV Guide feature article	2	2
Friends or relatives	1	2
Listing in weekly newspaper program guide	1	*
Articles in newspaper or magazine	1	1
Listing in daily newspaper	1	1
Advertisement in magazine	*	*
Half hour special preview	*	*
Poster or notice on bulletin boards	*	*
Don't remember	5	5

In wave II, there is a slight trend for the college educated, those living in white collar households and those who have better PBS reception to be relatively likely to mention TV advertising as a source of awareness. In contrast, in wave I there were no consistent patterns. A possible explanation is that wave I was conducted immediately after a period when there was

a considerable amount of general advertising for "Feeling Good" and wave II during a period of more limited advertising. In general, one would then expect the college educated, those in white collar households, and those living in PBS signal areas to have higher recall scores.

	Saw TV Advertising for "Feeling Good"	
	Dec. 1974	Feb. 1975
	%	%
All Adults	8	7
Education		
College	9	10
High School	7	7
Grade School	8	5
Occupation of Head of Household		
Professional or Business	6	10
Clerical or Sales	10	9
Manual	9	6
Farmer	4	2
Non-Labor Force	8	5
PBS Signal Reception		
All who receive signal	8	8
Good signal	9	11
Fair signal	10	8
Poor signal	12	4

The Gallup Organization, Inc.

TREND IN RECENT VIEWING OF "FEELING GOOD"

The viewing audience for "Feeling Good" apparently was established when the show was initially introduced and has not changed since, either in size or characteristics.

In the current survey 7% of all adults report having recently seen "Feeling Good". This is virtually the same proportion as reported having seen "Feeling Good" during wave I.

Despite the fact that there is some variability between demographic segments in awareness, recent reported viewing of "Feeling Good" does not vary significantly by population group. That is, the 7% over-all figure is reflective of each population group rather than there being wide variations within the groups. This suggests that the relatively high awareness of "Feeling Good" among the young, well educated, and higher socio-economic strata reflects the fact that these demographic segments tend to be well informed in general rather than being an indicator of greater interest in the show. Also, it appears that interest in "Feeling Good" is likely to be related to attitudes that are not specific to any one segment of the national adult population.

	Proportion of All Adults Who Reported Viewing "Feeling Good"	
	Dec. 1974	Feb. 1975
	%	%
Age		
18 - 34	9	7
35 - 49	6	6
50 years and older	6	7
Education		
College	8	8
High School	7	6
Grade School	6	8
Family Income		
$15,000 or more	6	6
$10,000 - $14,999	5	8
$7,000 - $9,999	9	8
Under $7,000	8	8

(continued)

(continued)

	Proportion of All Adults Who Reported Viewing "Feeling Good"	
	Dec. 1974	Feb. 1975
	%	%
Occupation of Chief Wage Earner		
Professional or Business	8	9
Clerical or Sales	5	8
Manual	7	5
Farmer	3	2
Non-Labor Force	8	8
PBS Signal Reception		
Live in Signal Area	8	8
Quality of Reception		
Good	9	11
Fair	10	5
Poor	7	6
None	8	4
Don't Know	6	6
Not in Signal Area	4	4

REPORTED VIEWING OF SPECIFIC "FEELING GOOD" SHOWS

The trend in the proportion who report seeing each week's show reflects the failure to build an audience. The proportion viewing each week's show fluctuates within a narrow range, and to the extent there has been any change it appears to be in the direction of a smaller audience.

In the current survey, aware adults were asked which if any, of nine "Feeling Good" segments they had watched. Six percent of all adults reported seeing at least one of the nine shows tested in wave II. This is essentially the same as the 4% who reported seeing at least one of the two shows tested in wave I.

There has been no increase in the proportion of all adults who report seeing individual "Feeling Good" shows. In fact, the 3% of all adults who reported seeing the "Feeling Good" show televised the week of November 20, 1974 is the highest score achieved.

	All Adults	
	Dec. 1974	Feb. 1975
	%	%
Saw at least one "Feeling Good" segment	4	6
Shows Seen		
Week of Nov. 20, 1974	3	NA
Week of Nov. 27, 1974	2	NA
Week of Dec. 4, 1974	NA	3
Week of Dec. 11, 1974	NA	2
Week of Dec. 18, 1974	NA	1
Week of Dec. 25, 1974	NA	2
Week of Jan. 1, 1975	NA	2
Week of Jan. 8, 1975	NA	2
Week of Jan. 15, 1975	NA	1
Week of Jan. 22, 1975	NA	2
Week of Jan. 29, 1975	NA	2

NA = Not Asked

In both interviewing waves, a minority of those aware of "Feeling Good" report having seen at least one show. This is another indication of the failure of the show to generate audience interest.

	All Adults	
	Dec. 1974	Feb. 1975
	%	%
Saw at least one show	4	6
Aware, but saw no shows	13	11
Aware, don't know if saw any show	5	5
Total aware	22	22

The proportion who reported seeing at least one "Feeling Good" segment does not vary significantly between demographic segments. This is true for both interviewing waves.

However, there is slight variation by quality of PBS signal reception. In both surveys, those with good reception are the more likely to have seen at least one show.

	Saw at Least One "Feeling Good" Show	
	Dec. 1974	Feb. 1975
	%	%
Quality of PBS Signal Reception		
All who receive signal	4	7
Good reception	6	10
Fair reception	4	6
Poor reception	2	5

PBS SIGNAL RECEPTION

A severe limitation on audience size, measured in both surveys, is the fact that just over one third of all adults report receiving a good signal from the PBS station in their area. One sixth report receiving a fair or poor signal.

If knowledge of the quality of the PBS station signal can be taken as an indicator of viewing, a program available only on PBS has no chance of reaching more than half the national adult audience.

About one fourth don't know what quality reception they receive, in all likelihood because they have never attempted to view their local PBS station, while about one thirteenth cannot receive the signal even though they live within the signal area.

	All Adults	
	Dec. 1974	Feb. 1975
	%	%
PBS Station in Area	83	87
Can't receive signal	9	7
Poor reception	6	8
Fair reception	8	10
Good reception	38	36
Don't Know	22	26
No PBS Station in Area	17	13
	100	100

HEALTH CARE HABITS

In both surveys, all respondents were asked which, if any, of nine health related actions they had taken in "the past two months". In addition, women were asked which of three actions they had taken and parents were asked about two actions related to child care.

The rank order of mentions is virtually identical in both waves. However, the proportion of all adults saying they have read an article about health is lower in the current survey. This could reflect a dimunition in interest or reduced availability of materials.

A slightly smaller proportion in the current than in the earlier survey reported having recently had a physical examination. Also, in the current survey, marginally smaller proportions reported dieting to lose weight or cutting down on consumption of meat and dairy products. There were no significant changes with respect to the other items.

	All Adults	
	Dec. 1974	Feb. 1975
	%	%
Read article about health	54	46
Had blood pressure checked	44	42
Had more fresh fruit	38	36
Cut down on eggs, meat, butter or milk	30	26
Dieted to lose weight	28	24
Increased regular exercise	27	25
Had dental checkup	24	22
Self quiz on drinking	9	7

Women are more actively health conscious than are men. Thus women are the more likely to read about health, to have had their blood pressure checked, to have increased their consumption of fresh fruit, to have dieted to lose weight, and to have had a physical examination.

	December 1974		February 1975	
	Men	Women	Men	Women
	%	%	%	%
Read article about health	52	57	41	51
Had blood pressure checked	39	48	36	46
Had more fresh fruit	31	44	28	44
Had physical examination	28	39	23	33
Cut down on eggs, meat, butter or milk	26	35	25	27
Dieted to lose weight	17	37	17	30
Increased regular exercise	27	28	26	24
Had dental checkup	23	25	21	23
Took self quiz on drinking	10	9	7	8

Young people tend to be relatively oriented toward keeping "in shape", while older people are the more likely to have the state of their health checked. For example, young persons 18 - 34 are more likely than older persons to have dieted to lose weight and increased regualr exercise. Persons over 50, on the other hand, are the more likely to have had a physical exam and to have had their blood pressure checked.

	December 1974			February 1975		
	18-34	35-49	50 or older	18-34	35-49	50 or older
	%	%	%	%	%	%
Read article about health	55	57	53	48	49	42
Had blood pressure checked	35	43	53	34	38	51
Had more fresh fruit	42	36	36	37	35	36
Had physical examination	30	31	39	26	25	32
Cut down on eggs, meat, butter or milk	27	32	33	23	28	28
Dieted to lose weight	32	31	21	31	22	18
Increased regular exercise	41	24	16	40	20	14
Had dental checkup	26	28	20	22	22	21
Took self quiz on drinking	12	7	8	8	9	5

The better educated one is, the more likely he is to inform himself about health, to try to keep "in shape", and to take care of his teeth. On the other hand, the college educated are somewhat less likely to have the state of their health checked. These differences are at least in part likely to be related

to the fact that younger people tend to be better educated than are older people.

The college educated are more likely than those with less education to have read an article on health, had a dental checkup, dieted to lose weight and increased regular exercise. There is also some tendency for the college educated to be relatively unlikely to have had a physical examination or to have had their blood pressure checked.

	December 1974			February 1975		
	College	High School	Grade School	College	High School	Grade School
	%	%	%	%	%	%
Read article about health	73	53	35	65	44	27
Had blood pressure checked	44	41	52	36	42	45
Had more fresh fruit	46	37	32	38	36	34
Had physical examination	33	33	38	23	30	28
Cut down on eggs, meat, butter or milk	33	30	30	31	24	26
Dieted to lose weight	33	29	17	30	24	15
Increased regular exercise	38	29	9	36	25	12
Had dental checkup	33	24	12	33	20	12
Took self quiz on drinking	14	9	5	10	8	3

Since early December, there has been a sharp reduction in the proportion of women who have practiced breast self-examination, and smaller reductions in the proportions who had their breasts examined by a doctor or who had a Pap test. It is likely that this reflects a return to more usual behavior after the publicity given in the fall to Mrs. Ford's and Mrs. Rockefeller's surgery for breast cancer.

	Among Women	
	Dec. 1974	Feb. 1975
	%	%
Breast self-examination	51	38
Breast examination by doctor	32	26
Pap test	32	26

The proportion of parents who report cutting down on children's snacks and

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taking pre-schoolers for shots is lower in the current survey than in wave I. Particularly with respect to the taking of shots, this may be a seasonal phenomenon.

	Among Parents	
	Dec. 1974	Feb. 1975
	%	%
Cut down on children's snacks	50	41
Took pre-schoolers for shots	23	15

There is no consistent statistically significant relation between viewing of individual "Feeling Good" shows and whether one has taken any of the above health actions. In interpreting this, two factors should be taken into account: (1) The sample bases are in most cases too small for any reliable estimate to be made. (2) Much of the time period for which reported health behavior was measured actually preceded viewing of the specific shows, so that imputations about effect would at best be tenuous. Over-all, there appears to be some tendency for those aware of "Feeling Good" (whether or not they have watched it) to be more actively conscious than the unaware group.

This is summarized in the tables on the following two pages.

STEPS TAKEN TOWARD BETTER HEALTH AMONG THOSE WHO HAVE SEEN EACH "FEELING GOOD" SHOW

	Wave I Total %	Shows Seen: Week of Nov. 20 %	Shows Seen: Week of Nov. 27 %	Aware of Show None Watched %	Not Aware of Show %
Read article about health	54	55	65	56	54
Had blood pressure checked	44	34	49	57	44
Had more fresh fruit	38	26	30	39	39
Had physical examination	34	36	35	44	33
Cut down on eggs, meat, butter or milk	30	28	33	25	31
Dieted to lose weight	28	27	23	35	28
Increased regular exercise	27	18	23	38	27
Had dental checkup	24	28	28	36	22
Self quiz on drinking	9	11	16	10	9
Number of interviews	(1517)	(44)	(30)	(197)	(1165)
Among Women					
Breast self-examination	51	37	44	49	52
Breast examination by doctor	32	23	39	41	30
Pap test	32	17	20	41	29
Number of interviews	(768)	(20)	(13)	(108)	(584)
Among Parents					
Cut down on children's snacks	50	55	72	48	46
Took pre-schoolers for shots	23	26	14	30	20
Number of interviews	(735)	(25)	(9)	(99)	(551)

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STEPS TAKEN TOWARD BETTER HEALTH AMONG THOSE WHO HAVE SEEN EACH "FEELING GOOD" SHOW

	Wave II Total	Shows Seen: Dec. 4, 1974	Dec. 11, 1974	Dec. 18, 1974	Dec. 25, 1974	Jan. 1, 1975	Jan. 8, 1975	Jan. 15, 1975	Jan. 22, 1975	Jan. 29, 1975	Aware of Show None Watched	Not Aware of Show
	%	%	%	%	%	%	%	%	%	%	%	%
Read article about health	46	65	61	60	48	66	67	46	45	46	58	43
Had blood pressure checked	42	53	56	45	36	27	43	42	42	59	35	41
Had more fresh fruit	36	45	46	65	50	43	51	42	42	82	46	34
Had physical examination	28	41	52	35	38	30	41	30	42	41	21	28
Cut down on eggs, meat, butter or milk	26	43	50	15	19	27	51	33	42	9	31	25
Dieted to lose weight	24	13	33	40	19	18	26	36	30	55	24	24
Increased regular exercise	25	24	39	35	19	46	47	9	35	14	30	24
Had dental checkup	22	17	20	25	24	7	26	18	18	32	28	21
Self quiz on drinking	7	9	24	5	7	14	16	24	2	9	8	7
Number of interviews	(1544)	(48)	(27)	(14)	(25)	(27)	(29)	(18)	(21)	(15)	(175)	(1194)
Among Women												
Breast self-examination	38	64	72	82	60	37	79	59	47	91	47	35
Breast examination by doctor	26	49	52	54	31	30	43	32	41	63	26	25
Pap test	26	36	45	45	38	11	50	32	41	54	27	26
Number of interviews	(765)	(28)	(18)	(8)	(16)	(17)	(15)	(11)	(9)	(8)	(87)	(586)
Among Parents												
Cut down on children's snacks	41	28	45	20	18	30	47	44	37	78	51	40
Took pre-schoolers for shots	15	22	4	-	-	4	32	11	16	11	14	15
Number of interviews	(721)	(24)	(12)	(3)	(9)	(15)	(12)	(6)	(9)	(6)	(82)	(556)

57
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DETAILED TABLES

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AIDED AWARENESS OF SELECTED TV PROGRAMS
CLAIMED PROGRAM VIEWERSHIP
BASED ON ALL ADULTS

TABLE 1

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M+	FAMILY INCOME: $10000 -14999	FAMILY INCOME: $7000 -9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2706	1292	1414	1008	688	993	681	1477	541	815	679	351	821
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED AWARENESS													
	2083	991	1092	940	506	626	545	1213	319	643	559	259	600
TONY ORLANDO & DAWN	77.0	76.7	77.2	93.3	73.5	63.0	80.0	82.1	59.0	78.9	82.3	73.8	73.1
	2208	1000	1208	885	554	759	581	1232	388	681	573	276	642
LITTLE HOUSE ON THE PRAIRIE	81.6	77.4	85.4	87.8	80.5	76.4	85.3	83.4	71.7	83.6	84.4	78.6	78.2
	2075	962	1113	890	515	659	517	1192	359	629	553	263	599
THAT'S MY MAMA	76.7	74.5	78.7	88.3	74.9	66.4	75.9	80.7	66.4	77.2	81.4	74.9	73.0
	591	271	320	264	140	189	200	312	75	203	160	68	157
FEELING GOOD	21.8	21.0	22.6	26.2	20.3	18.4	29.4	21.1	13.9	24.9	23.6	19.4	19.1
	2370	1146	1224	948	623	764	637	1356	373	765	617	299	660
KOJAK	87.6	88.7	86.6	98.0	90.6	76.9	93.5	91.8	68.9	93.9	90.9	85.2	80.4
	1169	549	619	525	290	342	453	590	123	458	284	153	257
MASTERPIECE THEATRE	43.2	42.5	43.8	52.5	42.2	34.4	66.5	39.9	22.7	56.2	41.8	43.6	31.3
	78	43	35	7	14	57	5	28	45	9	11	9	49
NONE OF THE ABOVE	2.9	3.3	2.5	.7	2.0	5.7	.7	1.9	8.3	1.1	1.6	2.6	6.0
DON'T KNOW													
CLAIMED PROGRAM VIEWERSHIP													
	1293	572	721	595	318	374	298	772	220	392	357	160	370
TONY ORLANDO & DAWN	47.8	44.3	51.0	59.0	46.2	37.7	43.8	52.3	40.7	48.1	52.6	45.6	45.1
	1384	603	781	527	326	524	282	817	280	390	353	180	430
LITTLE HOUSE ON THE PRAIRIE	51.1	46.7	55.2	52.3	47.4	52.8	41.4	55.3	51.8	47.9	52.0	51.3	52.4
	1301	575	726	574	309	412	257	778	260	354	344	181	400
THAT'S MY MAMA	48.1	44.5	51.3	56.9	44.9	41.5	37.7	52.7	48.1	43.4	50.7	51.6	48.7
	191	74	117	74	42	72	54	92	44	47	52	27	63
FEELING GOOD	7.1	5.7	8.3	7.9	6.1	7.9	7.9	6.2	8.1	5.8	7.7	7.7	7.7
	1791	875	916	766	459	557	422	1076	291	590	487	235	497
KOJAK	66.2	67.7	64.8	76.0	66.7	56.1	62.0	72.9	53.8	67.5	71.7	67.0	60.5
	560	279	281	240	144	170	225	274	59	237	148	63	108
MASTERPIECE THEATRE	20.7	21.6	19.9	23.8	20.9	17.1	33.0	18.6	10.9	29.1	21.8	17.9	13.2
	179	96	83	33	39	104	38	75	66	40	46	17	76
NONE OF THE ABOVE	6.6	7.4	5.9	3.3	5.7	10.5	5.6	5.1	17.2	4.9	6.8	4.8	9.3
	201	92	109	70	48	73	66	105	30	70	52	23	53
DON'T KNOW	7.4	7.1	7.7	6.9	5.4	7.4	9.7	7.1	5.5	8.6	7.7	6.6	6.5

AIDED AWARENESS OF SELECTED TV PROGRAMS
CLAIMED PROGRAM VIEWERSHIP
BASED ON ALL ADULTS

TABLE 2

	ALL ADULTS	OCCUPATION OF HEAD OF HOUSEHOLD: PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	PBS RECEPTION: IN SIGNAL AREA: ALL	QUALITY OF RECEPTION: GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2706	603	292	1108	53	519	2363	979	268	206	196	714	343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED AWARENESS													
TONY ORLANDO & DAWN	2089	449	266	972	37	311	1838	815	223	175	143	482	245
	77.0	74.5	91.1	83.2	69.8	59.9	77.8	83.2	83.2	85.0	73.0	67.5	71.4
LITTLE HOUSE ON THE PRAIRIE	2208	573	249	910	40	385	1919	849	230	195	161	494	289
	81.6	86.7	85.3	82.1	75.5	74.2	81.2	86.7	85.8	94.7	82.1	67.8	84.3
THAT'S MY MAMA	2075	462	239	915	22	334	1829	804	218	174	131	502	246
	76.7	76.6	81.8	82.6	41.5	64.4	77.4	82.1	81.3	84.5	66.8	70.3	71.7
FEELING GOOD	591	169	90	215	3	90	535	316	54	41	28	96	56
	21.8	28.0	30.8	19.4	5.7	17.3	22.6	32.3	20.1	19.9	14.3	13.4	16.3
KOJAC	2370	560	272	1008	46	473	2077	920	245	181	164	567	293
	87.6	92.9	93.2	90.8	86.8	71.9	87.9	94.0	91.4	87.9	83.7	79.4	85.4
MASTERPIECE THEATRE	1168	376	145	410	16	177	1072	583	124	102	73	190	96
	43.2	62.4	49.7	37.0	30.2	34.1	45.4	59.6	46.3	49.5	37.2	26.6	28.0
NONE OF THE ABOVE	79	8		22	2	42	72	7	2	2	7	54	6
	2.9	1.3		2.0	3.8	8.1	3.0	.7	.7	1.0	3.6	7.6	1.7
DON'T KNOW													
CLAIMED PROGRAM VIEWERSHIP													
TONY ORLANDO & DAWN	1293	243	185	609	20	178	1140	491	134	106	107	304	153
	47.8	40.3	63.4	55.0	37.7	34.3	48.2	50.2	50.0	51.5	53.6	42.6	44.6
LITTLE HOUSE ON THE PRAIRIE	1384	283	146	579	31	278	1196	495	151	115	127	308	188
	51.1	46.9	50.0	52.3	58.5	53.6	50.6	50.6	56.3	55.8	64.8	43.1	54.8
THAT'S MY MAMA	1301	249	144	601	7	219	1142	482	141	114	95	320	159
	48.1	41.3	49.3	54.2	13.2	42.2	48.3	49.2	52.6	55.3	48.4	44.8	46.4
FEELING GOOD	191	54	24	56	1	42	179	106	13	13	8	39	12
	7.1	9.0	8.2	5.1	1.9	8.1	7.6	10.8	4.9	6.3	4.1	5.5	3.5
KOJAC	1791	359	206	816	38	284	1552	673	180	146	127	426	239
	66.2	59.5	70.5	73.6	71.7	54.7	65.7	68.7	67.2	70.9	64.8	59.7	69.7
MASTERPIECE THEATRE	560	122	74	187	5	84	526	307	68	50	28	73	34
	20.7	21.2	25.3	16.9	15.1	16.2	22.3	31.4	25.4	24.3	14.3	10.2	9.9
NONE OF THE ABOVE	179	44	11	39	4	76	163	29	5	13	17	100	16
	6.6	7.3	3.8	3.5	7.5	14.6	6.9	3.0	1.9	5.8	8.7	14.0	4.7
DON'T KNOW	201	65	16	74	4	35	164	81	19	16	10	38	37
	7.4	10.8	5.5	6.7	7.5	6.7	6.9	8.3	7.1	7.8	5.1	5.3	10.8

SOURCE OF KNOWLEDGE ABOUT "FEELING GOOD"
BASED ON ALL ADULTS

TABLE 3

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M+	FAMILY INCOME: $10000 -14999	FAMILY INCOME: $7000 -9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2706	1292	1414	1008	698	993	681	1477	541	815	679	351	821
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCE OF KNOWLEDGE													
	197	95	102	83	51	61	66	102	29	58	56	33	50
ADVERTISEMENT ON TELEVISION	7.3	7.4	7.2	8.2	7.4	6.1	9.7	6.9	5.4	7.1	8.2	9.4	6.1
	63	28	35	26	14	23	31	19	13	23	16	5	18
ADVERTISEMENT IN NEWSPAPER	2.3	2.2	2.5	2.6	2.0	2.3	4.6	1.3	2.4	2.8	2.4	1.4	2.2
	11	7	9	5	4	2	8		2	5	2	2	2
ADVERTISEMENT IN MAGAZINE	.4	.2	.6	.5	.6	.2	1.2		.4	.6	.3	.6	.2
	10	9	1	6		4	1	5	4	4		4	2
HALF-HOUR SPECIAL PREVIEW	.4	.7	.1	.6		.4	.1	.3	.7	.5		1.1	.2
	67	21	46	43	9	14	21	38	6	21	32	7	6
TV GUIDE FEATURE ARTICLE	2.5	1.6	3.3	4.3	1.3	1.4	3.1	2.6	1.1	2.6	4.7	2.0	.7
	20	6	14	10	2	8	5	13	2	4	8		8
LISTING IN DAILY NEWSPAPER	.7	.5	1.0	1.0	.3	.8	.7	.9	.4	.5	1.2		1.0
	103	48	55	40	27	35	37	56	10	35	25	12	31
LISTING IN TV GUIDE	3.8	3.7	3.9	4.0	3.9	3.5	5.4	3.8	1.8	4.3	3.7	3.4	3.8
LISTING IN WEEKLY NEWSPAPER	13	9	4	3	4	6	2	8	3	6	2		5
PROGRAM GUIDE	.5	.7	.3	.3	.6	.6	.3	.5	.6	.7	.3		.6
ARTICLES IN NEWSPAPER	30	8	22	16	4	10	15	15		13	9		7
OR MAGAZINE	1.1	.6	1.6	1.6	.6	1.0	2.2	1.0		1.6	1.3		.9
	47	17	30	27	11	9	18	25	4	25	10	5	7
FRIENDS OR RELATIVE	1.7	1.3	2.1	2.7	1.6	.9	2.6	1.7	.7	3.1	1.5	1.4	.9
	2	1	1	1	1		2				2		
POSTERS, BULLETIN BOARDS	.1	.1	.1	.1	.1		.3				.3		
	199	79	60	45	34	50	41	70	26	36	34	19	50
DON'T REMEMBER/DON'T KNOW	5.1	6.1	4.2	5.5	4.9	5.0	6.0	4.7	4.8	4.4	5.0	5.4	6.1

SOURCE OF KNOWLEDGE ABOUT 'FEELING GOOD'
BASED ON ALL ADULTS

TABLE 4

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION: IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2706	603	292	1108	53	519	2363	979	268	206	196	714	343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCE OF KNOWLEDGE													
	197	62	26	66	1	28	184	111	20	9	13	31	13
ADVERTISEMENT ON TELEVISION	7.3	10.3	8.9	6.0	1.9	5.4	7.8	11.3	7.5	4.4	6.6	4.3	3.8
	63	18	11	21		9	61	41	1	8	4	7	2
ADVERTISEMENT IN NEWSPAPER	2.3	3.0	3.8	1.9		1.7	2.6	4.2	.4	3.9	2.0	1.0	.6
	11	3	2	2		4	10	5	1		2	2	1
ADVERTISEMENT IN MAGAZINE	.4	.5	.7	.2		.8	.4	.5	.4		1.0	.3	.3
	10		1	5			10	5		1		4	
HALF-HOUR SPECIAL PREVIEW	.4		.3	.5			.4	.5		.5		.6	
	67	21	10	25	2	9	56	39	9	5		3	11
TV GUIDE FEATURE ARTICLE	2.5	3.5	3.4	2.3	3.8	1.7	2.4	4.0	3.4	2.4		.4	3.2
	20	3	8	5		4	20	11	3	4		2	
LISTING IN DAILY NEWSPAPER	.7	.5	2.7	.5		.8	.8	1.1	1.1	1.9		.3	
	103	32	15	30		19	94	50	6	18	9	11	9
LISTING IN TV GUIDE	3.8	5.3	5.1	2.7		3.7	4.0	5.1	2.2	8.7	4.6	1.5	2.6
LISTING IN WEEKLY NEWSPAPER	13	2		7		4	13	5	4			4	
PROGRAM GUIDE	.5	.3		.6		.8	.6	.5	1.5			.6	
ARTICLES IN NEWSPAPER	30	9	8	8		5	24	22	2				6
OR MAGAZINE	1.1	1.5	2.7	.7		1.0	1.0	2.2	.7				1.7
	47	10	10	26		1	45	28	4	2	2	9	2
FRIENDS OR RELATIVE	1.7	1.7	3.4	2.3		.2	1.9	2.9	1.5	1.0	1.0	1.3	.6
	2	2					2	2					
POSTERS, BULLETIN BOARDS	.1	.3					.1	.2					
	139	38	11	57		26	122	72	10	4	5	31	17
DON'T REMEMBER/DON'T KNOW	5.1	6.3	3.8	5.1		5.0	5.2	7.4	3.7	1.9	2.6	4.3	5.0

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON ALL ADULTS

TABLE 5

	ALL ADULTS	SEX		AGE			EDUCATION			FAMILY INCOME			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COLL -EGE	HIGH SCHOOL	GRADE SCHOOL	$15M+	$10000 -14999	$7000 -9999	UNDER $7000
WEIGHTED BASE	2706	1292	1414	1008	668	993	681	1477	541	815	679	351	821
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-EVERYBODY													
READ ARTICLE ABOUT HEALTH	1251	531	718	486	339	418	444	658	154	461	353	135	276
	46.2	41.3	50.8	48.2	49.3	42.1	65.2	44.5	28.6	56.6	52.0	38.5	33.6
HAD BLOOD PRESSURE CHECKED	1122	471	651	347	259	509	247	626	245	289	289	140	378
	41.5	36.5	46.0	34.4	37.6	51.3	36.3	42.4	45.3	35.5	42.6	39.9	46.0
SELF QUIZ IN DRINKING	200	92	108	83	63	53	66	115	18	72	46	28	47
	7.4	7.1	7.6	8.2	9.2	5.3	9.7	7.8	3.3	8.8	6.8	8.0	5.7
HAD PHYSICAL EXAMINATION	759	295	464	258	175	321	156	448	153	194	211	79	256
	28.0	22.8	32.8	25.6	25.4	32.3	22.9	30.3	28.3	23.8	31.1	22.5	31.2
HAD DENTAL CHECK-UP	590	270	320	226	154	206	222	301	66	262	142	46	127
	21.8	20.9	22.6	22.4	22.4	20.7	32.6	20.4	12.2	32.1	20.9	13.1	15.5
CUT DOWN EGGS, MEAT, BUTTER OR MILK	709	324	385	236	192	275	212	355	141	248	187	63	205
	26.2	25.1	27.2	23.4	27.9	27.7	31.1	24.0	26.1	30.4	27.5	17.9	25.0
DIETED TO LOSE WEIGHT	644	219	425	308	150	178	201	361	79	262	164	66	141
	23.8	17.0	30.1	30.6	21.8	17.9	29.5	24.4	14.6	32.1	24.2	18.8	17.2
HAD MORE FRESH FRUIT	979	362	617	377	239	360	262	530	186	303	258	110	296
	36.2	28.0	43.6	37.4	34.7	36.3	38.5	35.9	34.4	37.2	38.0	31.3	36.1
INCREASED REGULAR EXERCISE	677	339	342	400	137	137	245	369	62	238	180	87	162
	25.0	25.9	24.2	39.7	19.9	13.8	36.0	25.0	11.5	29.2	26.5	24.8	19.9
NONE OF THEM	395	235	160	126	107	161	50	217	128	80	101	50	159
	14.6	18.2	11.3	12.5	15.6	16.2	7.3	14.7	23.7	9.8	14.9	14.2	19.4
DON'T KNOW	49	37	12	14	4	31	7	30	12	9	8	10	22
	1.8	2.9	.8	1.4	.6	3.1	1.0	2.0	2.2	1.1	1.2	2.8	2.7

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON ALL ADULTS

TABLE 6

	ALL ADULTS	OCCUPATION OF HEAD OF HOUSEHOLD: PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	PHS RECEPTION IN SIGNAL AREA: ALL	QUALITY OF RECEPTION: GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2706	603	292	1108	53	519	2363	979	268	206	196	714	343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-EVERYBODY													
	1251	366	179	440	17	205	1112	540	143	96	83	250	139
READ ARTICLE ABOUT HEALTH	46.2	60.7	61.3	39.7	32.1	39.5	47.1	55.2	53.4	46.6	42.3	35.0	40.5
	1122	245	105	432	22	262	973	378	91	103	80	321	149
HAD BLOOD PRESSURE CHECKED	41.5	40.6	36.0	39.0	41.5	50.5	41.2	38.6	34.0	50.0	40.8	45.0	43.4
	200	43	35	77	8	30	186	103	11	18	13	41	14
SELF QUIZ IN DRINKING	7.4	7.1	12.0	6.9	15.1	5.8	7.9	10.5	4.1	8.7	6.6	5.7	4.1
	759	159	65	337	14	164	655	271	74	65	65	180	104
HAD PHYSICAL EXAMINATION	28.0	26.4	22.3	30.4	26.4	31.6	27.7	27.7	27.6	31.6	33.2	25.2	30.3
	590	188	90	199	11	80	521	274	59	48	27	113	69
HAD DENTAL CHECK-UP	21.8	31.2	30.8	18.0	20.8	15.4	22.0	28.0	22.0	23.3	13.8	15.8	20.1
CUT DOWN EGGS, MEAT, BUTTER	709	158	86	266	17	149	626	300	68	52	43	165	83
OR MILK	26.2	26.2	29.5	24.0	32.1	28.7	28.5	30.6	25.4	25.2	21.9	22.8	24.2
	644	197	86	238	14	79	567	275	78	38	42	134	77
DIETED TO LOSE WEIGHT	23.8	32.7	29.5	21.5	26.4	15.2	24.0	28.1	29.1	18.4	21.4	18.8	22.4
	979	228	129	371	18	191	864	401	83	87	65	228	115
HAD MORE FRESH FRUIT	36.2	37.8	44.2	33.5	34.0	36.8	36.6	41.0	31.0	42.2	33.2	31.9	33.5
	677	200	93	268	8	82	596	304	76	62	41	113	81
INCREASED REGULAR EXERCISE	25.0	33.2	31.8	24.2	15.1	15.8	25.2	31.1	28.4	30.1	20.9	15.8	23.6
	395	38	24	206	18	85	339	104	35	28	41	131	56
NONE OF THEM	14.6	6.3	8.9	18.6	34.0	16.4	14.3	10.6	13.1	13.6	20.9	18.3	16.3
	49	16		15		14	41	5	1	2		33	8
DON'T KNOW	1.8	2.7		1.4		2.7	1.7	.5	.4	1.0		4.6	2.3

PBS SIGNAL RECEPTION
BASED ON ALL ADULTS

TABLE 7

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M+	FAMILY INCOME: $10000-14999	FAMILY INCOME: $7000-9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2706	1292	1414	1008	688	993	681	1477	541	815	679	351	821
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PBS SIGNAL RECEPTION													
NO PBS STATION IN AREA	343	159	184	122	81	138	53	211	78	63	88	49	136
	12.7	12.3	13.0	12.1	11.8	13.9	7.8	14.3	14.4	7.7	13.0	14.0	16.6
PBS STATION, NO RECEPTION	196	95	101	71	44	80	29	110	57	37	57	34	60
	7.2	7.4	7.1	7.0	6.4	8.1	4.3	7.4	10.5	4.5	8.4	10.3	7.3
POOR RECEPTION	206	107	99	86	61	56	50	124	32	73	56	23	51
	7.6	8.3	7.0	8.5	8.9	5.6	7.3	8.4	5.9	9.0	8.2	6.6	6.2
FAIR RECEPTION	248	128	140	132	58	77	84	146	38	90	71	38	37
	9.9	9.9	9.9	13.1	8.4	7.8	12.3	9.9	7.0	11.0	11.9	10.8	4.9
GOOD RECEPTION	979	499	480	419	257	296	196	514	106	390	232	121	223
	36.2	38.6	33.9	41.6	37.4	29.8	32.3	34.8	19.6	47.9	34.2	34.5	27.2
	714	304	410	178	197	346	109	372	230	162	165	84	294
	26.4	23.5	29.0	17.7	27.7	34.8	16.0	25.2	42.5	19.9	24.3	23.9	35.8

PBS SIGNAL RECEPTION
BASED ON ALL ADULTS

TABLE 8

	ALL ADULTS	OCCUPATION OF HEAD OF HOUSEHOLD: PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	PBS RECEPTION IN SIGNAL AREA: ALL	QUALITY OF RECEPTION: GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2706	403	292	1108	53	519	2363	979	268	206	196	714	343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PBS SIGNAL RECEPTION													
	343	54	19	163	6	84							343
NO PBS STATION IN AREA	12.7	9.0	6.5	14.7	11.3	16.2							100.0
	196	28	15	82	12	49	196				196		
PBS STATION, NO RECEPTION	7.2	4.6	5.1	7.4	22.6	9.4	8.3				100.0		
	206	56	25	79	1	32	206			206			
POOR RECEPTION	7.6	9.3	8.6	7.1	1.9	6.2	8.7			100.0			
	268	61	47	117	5	33	268		268				
FAIR RECEPTION	9.9	10.1	16.1	10.6	9.4	6.4	11.3		100.0				
	979	296	130	352	12	140	979	979					
GOOD RECEPTION	36.2	49.1	44.5	31.8	22.6	27.0	41.4	100.0					
	714	108	56	315	17	181	714					714	
	26.4	17.9	19.2	28.4	32.1	34.9	30.2					100.0	

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON WOMEN

TABLE 9

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 -14999	FAMILY INCOME: $10000 -14999	FAMILY INCOME: $7000 -9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1414		1414	579	332	540	310	839	262	390	309	175	511
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN OVER:													
	373		373	138	108	124	73	249	48	115	92	33	122
BREASTS EXAMINED BY DOCTOR	26.4		26.4	26.1	32.5	23.0	23.5	29.7	18.3	29.5	29.8	18.9	23.9
	530		530	211	146	169	140	301	86	158	146	60	155
BREASTS EXAMINED BY SELF	37.5		37.5	39.9	44.0	31.3	45.2	35.9	32.8	40.5	47.2	34.3	30.3
	375		375	149	99	124	63	255	54	118	94	36	115
HAD A PAP TEST	26.5		26.5	28.2	29.8	23.0	20.3	30.4	20.6	30.3	30.4	20.6	22.5
	677		677	233	139	298	141	392	144	175	119	94	276
NONE OF THEM	47.9		47.9	44.0	41.9	55.2	45.5	46.7	55.0	44.9	38.5	53.7	54.0
	12		12		3	9	3	7	2	3	3		6
DON'T KNOW	.8		.8		.9	1.7	1.0	.8	.8	.8	1.0		1.2

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON WOMEN

TABLE 10

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1414	309	160	587	22	268	1230	480	140	99	101	410	184
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN—WOMEN													
BREASTS EXAMINED BY DOCTOR	379	98	35	157	8	61	309	119	32	35	27	96	64
	26.4	31.7	21.9	26.7	36.4	22.8	25.1	24.8	22.9	35.4	26.7	23.4	34.8
	590	135	66	211	4	89	463	190	54	51	44	124	67
BREASTS EXAMINED BY SELF	37.5	43.7	41.3	35.9	18.2	33.2	37.6	39.6	38.6	51.5	43.6	30.2	36.4
	375	99	30	169	.4	34	316	118	39	39	31	89	59
HAD A PAP TEST	26.5	32.0	18.8	28.8	18.2	20.1	25.7	24.6	27.9	39.4	30.7	21.7	32.1
	677	130	79	267	12	187	593	234	56	36	44	223	84
NONE OF THEM	47.9	42.1	49.4	45.4	54.5	58.6	48.2	48.8	40.0	36.4	43.6	54.4	45.7
	12	6		4		2	12					12	
DON'T KNOW	.8	1.9		.7		.7	1.0					2.9	

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON PARENTS

TABLE 11

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15K+	FAMILY INCOME: $10000 -14999	FAMILY INCOME: $7000 -9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1288	610	648	600	494	159	312	767	177	428	399	161	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-PARENTS													
CUT DOWN CHILDREN'S SNACKS	517	190	327	257	215	43	160	308	48	195	156	70	83
	41.1	31.1	50.5	42.8	43.5	27.0	51.3	40.2	27.1	45.6	39.1	43.5	33.5
TOOK PRE-SCHOOLER FOR SHOTS	194	48	134	139	49	5	53	120	21	57	55	22	34
	15.4	9.8	20.7	23.2	9.9	3.1	17.0	15.6	11.9	13.3	13.8	13.7	21.8
NONE OF THEM	672	388	284	290	265	114	127	419	125	202	225	89	147
	53.4	63.6	43.8	48.3	53.6	71.7	40.7	54.6	70.6	47.2	56.4	55.3	59.3
DON'T KNOW	7	5	2	1	2	4		3	4	2		3	2
	.6	.8	.3	.2	.4	2.5		.4	2.3	.5		1.9	.8

STEPS TAKEN TOWARD BETTER HEALTH CARE
BASED ON PARENTS

TABLE 12

	*	OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION: IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1258	323	146	636	28	71	1106	478	190	116	88	294	152
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
STEPS TAKEN-PARENTS													
	517	172	57	234	8	23	463	234	57	44	31	97	54
CUT DOWN CHILDREN'S SNACKS	41.1	53.3	39.0	36.8	28.6	32.4	41.9	49.0	43.8	.9	35.2	33.0	35.5
	194	58	12	97	2	13	174	78	26	23	20	27	20
TOOK PRE-SCHOOLER FOR SHOTS	15.4	18.0	8.2	15.3	7.1	18.3	15.7	16.3	20.0	.8	22.7	9.2	13.2
	672	173	87	368	20	45	584	221	64	58	51	190	88
NONE OF THEM	53.4	38.1	59.6	57.9	71.4	63.4	52.8	46.2	49.2	50.0	58.0	64.6	57.9
	7	2		2		2	6			2		4	1
DON'T KNOW	.6	.6		.3		2.8	.5			1.7		1.4	.7

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS
BASED ON ALL ADULTS

TABLE 13

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLL -EGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M+	FAMILY INCOME: $10000 -14999	FAMILY INCOME: $7000 -9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2706	1292	1414	1008	688	993	681	1477	541	815	679	351	821
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN 'FEELING GOOD' SEEN													
	75	28	47	24	19	32	25	36	14	20	31	6	18
WEDNESDAY DEC 4	2.8	2.2	3.3	2.4	2.8	3.2	3.7	2.4	2.6	2.5	4.6	1.7	2.2
	46	17	29	13	14	18	16	20	10	14	15	4	13
WEDNESDAY DEC 11	1.7	1.3	2.1	1.3	2.0	1.8	2.3	1.4	1.8	1.7	2.2	1.1	1.6
	20	9	11	6	5	9	8	8	4	4	5	2	9
WEDNESDAY DEC 18	.7	.7	.8	.6	.7	.9	1.2	.5	.7	.5	.7	.6	1.1
	47	10	32	11	9	21	8	24	10	10	9	8	15
WEDNESDAY DEC 25	1.6	.8	2.3	1.1	1.3	2.1	1.2	1.6	1.8	1.2	1.3	2.3	1.8
	44	17	27	22	8	14	10	22	12	9	17	6	12
WEDNESDAY JAN 1	1.6	1.3	1.9	2.2	1.2	1.4	1.5	1.5	2.2	1.1	2.5	1.7	1.5
	49	21	28	26	8	15	14	27	8	6	12	9	22
WEDNESDAY JAN 8	1.8	1.6	2.0	2.6	1.2	1.5	2.1	1.8	1.5	.7	1.8	2.6	2.7
	33	11	22	15	4	14	9	17	7	9	6	2	16
WEDNESDAY JAN 15	1.2	.9	1.6	1.5	.6	1.4	1.3	1.2	1.3	1.1	.9	.6	1.9
	40	23	17	16	9	15	12	16	12	6	14	5	14
WEDNESDAY JAN 22	1.5	1.8	1.2	1.6	1.3	1.5	1.8	1.1	2.2	.7	2.1	1.4	1.7
	22	11	11	8	6	8	5	13	4	7	5	1	9
WEDNESDAY JAN 29	.8	.9	.8	.8	.9	.8	.7	.9	.7	.9	.7	.3	1.1
	290	130	160	143	70	77	108	156	23	112	78	27	72
NONE	10.7	10.1	11.3	14.2	10.2	7.8	15.9	10.6	4.3	13.7	11.5	7.7	8.8
	196	75	61	55	35	43	45	66	24	39	35	21	40
DON'T KNOW	9.0	5.8	4.3	5.5	5.1	4.3	6.6	4.5	4.4	4.8	5.2	6.0	4.9

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS
BASED ON ALL ADULTS

TABLE 14

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL LABOR	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2706	603	292	1108	53	519	2363	979	268	206	196	714	343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN 'FEELING GOOD' SEEN													
	75	13	8	32	1	21	70	47	9	6	3	5	5
WEDNESDAY DEC 4	2.8	2.2	2.7	2.9	1.9	4.0	3.0	4.8	3.4	2.9	1.5	.7	1.5
	46	4	7	25	1	9	45	28	3	1	3	10	1
WEDNESDAY DEC 11	1.7	.7	2.4	2.3	1.9	1.7	1.9	2.9	1.1	.5	1.5	1.4	.3
	20	3	8	4		5	20	14	2			4	
WEDNESDAY DEC 18	.7	.5	2.7	.4		1.0	.8	1.4	.7			.6	
	42	7	4	16		11	42	20	4	3	3	10	
WEDNESDAY DEC 25	1.6	1.2	1.4	1.4		2.1	1.8	2.0	1.5	2.4	1.5	1.4	
	44	7	8	19		6	39	25	2		5	7	5
WEDNESDAY JAN 1	1.6	1.2	2.7	1.7		1.2	1.7	2.6	.7		2.6	1.0	1.5
	49	6	9	16		14	48	36	2	3	2	5	1
WEDNESDAY JAN 8	1.8	1.0	3.1	1.4		2.7	2.0	3.7	.7	1.5	1.0	.7	.3
	33	3	4	13		13	29	19	2			8	4
WEDNESDAY JAN 15	1.2	.5	1.4	1.2		2.5	1.2	1.9	.7			1.1	1.2
	40	10	13	4		13	36	26	1			9	4
WEDNESDAY JAN 22	1.5	1.7	4.5	.4		2.5	1.5	2.7	.4			1.3	1.2
	22	9	5	2		6	22	16	1		1	4	
WEDNESDAY JAN 29	.8	1.5	1.7	.2		1.2	.9	1.6	.4		.5	.6	
	290	87	59	110	1	30	259	139	31	26	15	48	31
NONE	10.7	14.4	20.2	9.9	1.9	5.8	11.0	14.2	11.6	12.6	7.7	6.7	9.0
	136	44	5	49	1	24	121	77	7	5	7	25	15
DON'T KNOW	5.0	7.3	1.7	4.4	1.9	4.6	5.1	7.9	2.6	2.4	3.6	3.5	4.4

TECHNICAL APPENDIX

SAMPLE COMPOSITION

	Total Sample
	%
All Adults	100.0
Sex	
Male	47.7
Female	52.3
	100.0
Age	
18 - 34 years	37.3
35 - 49 years	25.4
50 years and older	36.7
Undesignated	.6
	100.0
Education	
College	25.2
High School	54.5
Grade School	20.0
Undesignated	.3
	100.0
Annual Family Income	
$15,000 and over	30.1
$10,000 - $14,999	25.1
$5,000 - $9,999	24.8
Under $5,000	18.5
Undesignated	1.5
	100.0
Size of Community	
1,000,000 and over, including urban fringe	17.1
250,000 - 999,999, including urban fringe	21.9
50,000 - 249,999 including urban fringe	18.6
2,500 - 49,999	17.1
Under 2,500	25.3
	100.0

	Total Sample %
Race	
White	85.6
Black	12.7
Other	1.7
	100.0
Occupation of Chief Wage Earner	
Professional & Business: Professional technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	22.3
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	10.8
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	40.9
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.0
Non-Labor Force	19.2
Undesignated	4.8
	100.0
Region of the Country	
East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	27.3
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	28.8
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	27.3
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	16.6
	100.0

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the findings.

THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central. West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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* Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

NUMBER OF INTERVIEWS

	All Adults	Women	Parents
All	1544	765	721
Sex			
Male	779	—	351
Female	765	765	370
Age			
18 - 34 years	567	296	350
35 - 49 years	373	175	274
50 years and older	587	281	92
Education			
College	479	215	221
High School	828	441	431
Grade School	231	107	67
Income			
$15,000 and over	500	232	268
$10,000 - $14,999	388	169	223
$7,000 - $9,999	201	100	90
Under $7,000	433	250	128
Occupation			
Professional and Business	382	186	208
Clerical and Sales	166	85	80
Manual	593	305	352
Farmer	31	12	14
Non-Labor Force	310	144	39
PBS Reception			
In Signal Area Reception	1348	664	629
Good	590	281	286
Fair	156	77	74
Poor	117	55	67
None	103	51	46
Don't Know	382	200	156
Not in Signal Area	196	101	92

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

	Recommended Allowance For Sampling Error of a Percentage In Percentage Points (at 95 in 100 confidence level)*						
	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points (at 95 in 100 confidence level)*

TABLE A	Percentages near 20 or percentages near 80			
Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B	Percentages near 50			
Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

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d now on another topic.....

SK EVERYONE

a. (HAND RESPONDENT CARD G) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

. (HAND RESPONDENT CARD G) During the past two or three months, that is, since the middle of September, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 26a Heard of	Q. 26b Seen
Tony Orlando & Dawn	1( )	1( )
Little House on the Prairie	2( )	2( )
That's My Mama	3( )	3( )
Feeling Good	4( )	4( )
Kojac	5( )	5( )
Masterpiece Theater	6( )	6( )
None of the above	V( )	V( )

ASK Q. 26c and 26d IF FEELING GOOD "HEARD OF" IN Q. 26a OR "SEEN" IN Q. 26b.

. Where have you heard or read about the program "Feeling Good"? (DO NOT READ LIST) Anyplace else?

1( )Advertisement on television
2( )Advertisement in newspaper
3( )Advertisement in magazine
4( )Half hour special preview
5( )TV Guide feature article
6( )Listing in daily newspaper
7( )Listing in TV Guide
8( )Listing in weekly newspaper program guide
9( )Article in newspaper or magazine
0( )Friends or relatives
X( )Posters, Bulletin boards
V( )Don't remember

26d. (Hand Respondent Card H) Did you happen to see any of these "Feeling Good" shows?
BE SURE THAT RESPONDENT LOOKS AT BOTH SIDES OF THE CARD BEFORE ANSWERING.)

1( )Wednesday Dec. 4 - (Or during following week)
2( )Wednesday Dec. 11 - (Or during following week)
3( )Wednesday Dec. 18 - (Or during following week)
4( )Wednesday Dec. 25 - (Or during following week)
5( )Wednesday Jan. 1 - (Or during following week)
6( )Wednesday Jan. 8 - (Or during following week)
7( )Wednesday Jan. 15 - (Or during following week)
8( )Wednesday Jan. 22 - (Or during following week)
9( )Wednesday Jan. 29 - (Or during following week)
0( )None
V( )Don't Know

ASK EVERYONE:

26e. (HAND RESPONDENT CARD I) Just thinking of the past two months, that is, from about the beginning of December to now, which if any, of the following have you done? (JUST READ OFF THE LETTERS -- MULTIPLE RESPONSES)

1( )A Looked at article or pamphlet about health
2( )B Blood pressure checked by doctor/nurse
3( )C Self quiz on drinking habits from/newspaper/TV
4( )D Regular phisical examination / nothing wrong
5( )E Regular check-up by dentist / nothing wrong
6( )F Cut down on eggs, meat, butter, or milk
7( )G Started a diet to lose weight
8( )H Made effort to have more fresh fruit or juice
9( )I Increased regular exercise

FOR WOMEN ONLY

11( )J Had a breast examination by doctor
12( )K Examined your own breasts for lumps
13( )L Had a Pap test

FOR PARENTS ONLY

14( )M Cut down on coke, cookies, candies, etc. that your children eat
15( )N Taken your pre-school child to get "shots" for measles, rubella, polio, or DTP

16( )O None of them
VV( ) Don't Know

ASK EVERYONE:

27. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD J) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

1( )No PBS station in area
2( )PBS station, but can't get it
3( )Poor reception
4( )Fair reception
5( )Good reception
V( )Don't Know

Q. 26a,26b

922-K

CARD G

Tony Orlando & Dawn

Wednesday night on CBS

Little House on the Prarie

Wednesday night on NBC

That's My MAMA

Wednesday night on ABC

Feeling Good

Wednesday night or on the weekend on PBS

Kojac

Sunday night on CBS

Masterpiece Theater

Sunday or Friday night on PBS

Q. 26d. CARD H 922 -K

FEELING GOOD

Wednesday Dec. 4 - (Or during following week)

Guest Stars: Bob & Ray, Howard Cosell

Health Topics: Breast cancer
Exercise
High blood pressure
"Shots" for children - polio, measles, DTP etc.
Dental care - "disclosing tablets"

Mac's Place: Hank tries to get in shape by exercising, but overdoes it. Jason recommends walking for exercise and warns against overexercise.

Wednesday Dec. 11 -(Or during following week)

Guest Stars: Bess Myerson, Tammy Grimes, B.B. King

Health Topics: Patients' rights
Nutrition - cholesterol
Alcoholism - the "borderline" drinker
Child care - preparing for a new baby

Mac's Place: Mac goes on a crash diet to get ready for Betty Merkle's play.

Wednesday Dec. 18 - (Or during following week)

Guest Stars: Ken Berry, Martin Mull, Charlie Pride

Health Topics: Nutrition - fruit
Doctor/patient communication - how to talk to your doctor
Uterine cancer - Pap test
Medical emergencies - treating a wound

Mac's Place: Filipe goes to the hospital after everyone thinks he swallowed poison in the back room of Mac's store.

Wednesday Dec. 25 - (Or during following week)

Guest Stars: Pearl Bailey, Stiller and Meara, Helen Reddy, Mel Tillis

Health Topics: Dental care and sugar
Medical insurance
Pre-natal care - expectant fathers
Loneliness and depression

Mac's Place: The people in Mac's Place react to the joy and sadness of the holiday season.

Wednesday Jan. 1 - (Or during following week)

Guest Stars: Sally Kellerman, Ken Berry, Tito Puente

Health Topics: Alcoholism
Heart disease - regular checkups
Nutrition - variety in meals

Mac's Place: Mac makes a New Year's resolution not to give his brother money for drinking.

PLEASE TURN CARD OVER

FEELING GOOD

Wednesday Jan. 8 - (Or during following week)

Guest Stars: Trini Lopez, Bob & Ray, Arte Johnson, Bill Withers

Health Topics: High blood pressure
Medical emergencies - hospital coronary unit
Baby care - speech development

Mac's Place: While Mac is getting roped into a land deal, Jason is called by his hospital to help a man who has a heart attack.

Wednesday Jan. 15 -(Or during following week)

Guest Stars: Arte Johnson, John Davidson

Health Topics: Dental Care - avoiding loss of teeth
Medical Insurance - group health policies
Pre-natal care

Mac's Place: Melba has to choose a group health policy for the employee association to which she belongs.

Wednesday Jan. 22 - (Or during following week)

Guest Stars: Linda Hopkins, Johnny Mathis, Shari Lewis

Health Topics: High blood pressure
Alcoholism - drinking and driving
Children's hearing
Child care - emotional preparation for hospital and surgery

Mac's Place: Filipe has his tonsils out and Mrs. Stebbins gets a driver's license.

Wednesday Jan. 29 - (Or during following week)

Guest Stars: Martin Mull, Charlie Rich, Labelle

Health Topics: Doctor/patient communication - questions to ask your doctor
Rectal cancer - proctoscopic examination
Medical emergencies - treating burns
Child care - preparation for death of a pet
Allied health professionals - career opportunities

Mac's Place: Jason interests Melba's down-and-out cousin in a career as a medical technician.

Q.26e CARD I 922-K

A. Looked at an article or pamphlet about health.

B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.

C. Taken a self quiz on drinking habits from newspapers, TV, or health pamphlets.

D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.

E. Gone to a dentist for a regular check-up, even though your teeth were not bothering you.

F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.

G. Started a diet in order to lose weight.

H. Made a special effort to have more fresh fruit or fruit juice.

I. Increased the amount of regular exercise that you do.

FOR WOMEN ONLY

J. Had a breast examination by a doctor.

K. Examined your own breasts for lumps.

L. Had a Pap test.

FOR PARENTS ONLY

M. Made an effort to cut down on the amount of coke, cookies, candies, etc. that your children eat.

N. Taken your pre-school child to a doctor or clinic to get "shots" for measles, rubella, polio, or DTP.

THE NATIONAL AUDIENCE
FOR "FEELING GOOD"
SURVEY THREE

May 23, 1975

Conducted for:

CHILDREN'S TELEVISION WORKSHOP

THE GALLUP ORGANIZATION, INC.
53 BANK STREET
PRINCETON, NEW JERSEY

TABLE OF CONTENTS

		Page
INTRODUCTION		1
SUMMARY		3
Trend In Awareness Of The TV Show "Feeling Good"		4
Trend In Recent Viewing Of "Feeling Good"		7
Reported Viewing Of Specific "Feeling Good" Shows		9
Reasons Watched At Least One "Feeling Good" Show		12
PBS Signal Reception		13
Health Care Habits		14
Trend In Health Steps Taken By All Adults		16
Variations Between Demographic Segments In The Incidence Of Health Steps Taken In The Past Two Months		19
DETAILED TABLES		22
	Table	
Aided Awareness Of Selected TV Programs	1	
Claimed Program Viewership	1	
Viewership Of Specific "Feeling Good" Shows	3	
PBS Signal Reception	3	
Reasons Watched At Least One "Feeling Good" Segment	5	
Steps Taken Effecting Health In The Past Two Months (Based On All Adults)	7	
Steps Taken Effecting Health In The Past Two Months (Based On Women)	9	
Steps Taken Effecting Health In The Past Two Months (Based On Parents)	11	
Steps Taken Effecting Health In The Past Six Months (Based On All Adults-Sub-Sample)	13	

(continued)

	Table	Page
DETAILED TABLES (continued)		
Steps Taken Effecting Health In The Past Six Months (Based On Women-Sub-Sample)	15	
Steps Taken Effecting Health In The Past Six Months (Based On Parents-Sub-Sample)	17	
TECHNICAL APPENDIX		23
Sample Composition		24
The Design Of The Sample		26
Number Of Interviews		28
Sampling Tolerances		29
The Questionnaire And Hand Out Cards		32

GO 7550T

INTRODUCTION

This is a report on the third of a series of national surveys related to the program "Feeling Good". The first survey was conducted in December 1974 and the second in Febraury 1975. Following the second survey "Feeling Good" was discontinued for a period of two months. Beginning in April, "Feeling Good" was reintroduced in a new half hour format. The current survey was conducted after the new format was introduced. In evaluating the trend data, the two month period in which "Feeling Good" was not televised should be kept in mind, as well as the change in format.

The objectives of this survey are to provide information on the trend in public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. One further survey will be conducted to repeat these measurements. The specific objectives of this survey were to:

1. Measure the trend in awareness of the show "Feeling Good".
2. Measure the trend in the incidence of ever having seen "Feeling Good" and viewership of specific "Feeling Good" segments.
3. Determine the reasons for viewing recent "Feeling Good" shows among recent viewers of "Feeling Good".
4. Measure the trend in the incidence of recent preventive health care practices among various demographic groups.

The questions were develped by The Gallup Organization, Inc. in consultation with Children's Television Workshop. Several of the questions were asked on the two earlier surveys, including the basic awareness and viewing questions.

Interviews were completed with a national sample of 1,599 adult men and women 18 years and older. Interviewing was conducted during the period of April 18 - 21, 1975.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "weighted base" that appears in the detailed tables.

SUMMARY

TREND IN AWARENESS OF THE TV SHOW "FEELING GOOD"

About one third of all adults (36%) are now aware of "Feeling Good". This compares with about one fifth of all adults (22%) who were aware in each of the earlier surveys.

Benchmark comparisons were obtained for five other shows -- Kojak (a top rated holdover from the 1973 - 74 season), Little House on the Prairie, That's My Mama, and Tony Orlando and Dawn (three new network shows appearing in the Wednesday evening time slot for Feeling Good), and Masterpiece Theater (a successful adult PBS show).

As in the earlier surveys, Kojak (90%) is the top scoring show and is followed by the three other commerical TV shows (about 80% each). Masterpiece Theater received an awareness score of 52%.

	Heard of Each TV Show All Adults		
	Dec. 1974	Feb. 1975	April 1975
Trend in Awareness	%	%	%
Kojak	86	88	90
Little House on the Prairie	78	82	83
That's My Mama	71	77	81
Tony Orlando and Dawn	61	77	83
Masterpiece Theater	48	43	52
Feeling Good	22	22	36
None of the Shows	5	3	3
Couldn't say	1	-	-

Awareness of "Feeling Good" varies by age, education, income, occupation of chief wage earner and by whether one lives within a PBS signal area or not.

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This has also been true for each of the two earlier surveys. Awareness does not vary by sex.

Awareness of "Feeling Good" tends to be "upscale". That is, awareness is to at least some extent positively related to education, income and occupation of chief wage earner. Also, awareness is higher among persons 18 - 34 years than among older persons. Awareness is also relatively high among persons who have good or fair PBS reception and low among those who live outside the signal area of a PBS station.

	Proportion of All Adults Aware of "Feeling Good"		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
All Adults	22	22	36
Sex			
Male	22	21	36
Female	22	23	35
Age			
18 - 34	27	26	40
35 - 49	21	20	35
50 years or older	18	18	32
Education			
College	27	29	40
High School	22	21	39
Grade School	14	14	21
Family Income			
$15,000 or more	25	25	44
$10,000 - $14,999	23	24	34
$7,000 - $9,999	19	19	28
Under $7,000	19	19	32

(continued)

	Proportion of All Adults Aware of "Feeling Good"		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
Occupation of Chief Wage Earner			
Professional or Business	25	28	43
Clerical or Sales	25	31	35
Manual	23	19	35
Farmer	12	6	24
Non-Labor Force	17	17	27
PBS Signal Reception			
Live in Signal Area	23	23	38
Quality of Reception			
Good	30	32	43
Fair	26	20	40
Poor	28	20	30
None	16	14	40
Don't Know	13	13	29
Not in Signal Area	14	16	23

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TREND IN RECENT VIEWING OF "FEELING GOOD"

The proportion of all adults who report having seen "Feeling Good" has marginally increased since Wave II from 7% to 9%. Also, in the current survey, there is a slight tendency for a larger proportion of men than of women to report having seen "Feeling Good" (12% vs. 7%).

In all other respects the claimed audience for "Feeling Good" has remained unchanged since it was first measured in December 1974. There is little variation by demographic background. This suggests that the relatively high awareness of "Feeling Good" among the young, well educated, and higher socio-economic strata reflects the fact that these demographic segments tend to be well informed in general rather than being an indicator of greater interest in the show. Also, it appears that interest in "Feeling Good" is likely to be related to attitudes that are not specific to any one segment of the national adult population.

	Proportion of All Adults Who Reported Viewing "Feeling Good"		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
All adults	7	7	9
Sex			
Male	7	6	12
Female	7	8	7
Age			
18 - 34	9	7	9
35 - 49	6	6	11
50 years and older	6	7	8
Education			
College	8	8	9
High School	7	6	10
Grade School	6	8	7

(continued)

(continued)

	Proportion of All Adults Who Reported Viewing "Feeling Good"		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
Family Income			
$15,000 or more	6	6	11
$10,000 - $14,999	5	8	9
$7,000 - $9,999	9	8	8
Under $7,000	8	8	9
Occupation of Chief Wage Earner			
Professional or Business	8	9	4
Clerical or Sales	5	8	4
Manual	7	5	11
Farmer	3	2	6
Non-Labor Force	8	8	5
PBS Signal Reception			
Live in Signal Area	8	8	10
Quality of Reception			
Good	9	11	10
Fair	10	5	7
Poor	7	6	13
None	8	4	9
Don't Know	6	6	9
Not in Signal Area	4	4	6

REPORTED VIEWING OF SPECIFIC "FEELING GOOD" SHOWS

The proportion of all adults who report having seen each week's show has remained unchanged since December 1974.

In the current survey, adults who reported ever having watched "Feeling Good" were asked which, if any, of three recent "Feeling Good" shows they had watched. Nine percent of all adults reported ever having watched "Feeling Good", and four percent reported having seen at least one of the three shows tested. This suggests that about half the total claimed "Feeling Good" audience have not seen the show since its re-introduction.

On the other hand the audience size for each of the new format shows is about the same as for each of the old format shows. Each of the new format shows was watched by two percent of all adults. There are no significant differences by background characteristics.

	All Adults
	%
Saw at least one of two "Feeling Good" shows; Dec. 1974	4
Saw at least one of nine "Feeling Good" shows; Feb. 1975	6
Saw at least one of three "Feeling Good" shows; April 1975	4
Shows Seen	
Week of Nov. 20, 1974	3
Week of Nov. 27, 1974	2
Week of Dec. 4, 1974	3
Week of Dec. 11, 1974	2
Week of Dec. 18, 1974	1
Week of Dec. 25, 1974	2
Week of Jan. 1, 1975	2

(continued)

(continued)

Shows Seen	All Adults %
Week of Jan. 8, 1975	2
Week of Jan. 15, 1975	1
Week of Jan. 22, 1975	2
Week of Jan. 29, 1975	2
("Feeling Good" not telecast in February and March)	
Week of April 2, 1975	2
Week of April 9, 1975	2
Week of April 16, 1975	2

In each interviewing wave, a minority of those aware of "Feeling Good" report having seen at least one show. In the current survey the substantial increase in awareness is reflected only in the "aware, but saw no shows". Thus, the substantial increase in the proportion of all adults who are aware of "Feeling Good" registered in the current survey is not reflected in an increased audience size.

	All Adults		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
Saw at least one show	4	6	4
Aware, but saw no shows	13	11	31
Aware, don't know if saw any show	5	5	1
Total aware	22	22	36

While in the two earlier surveys, there was a slight tendency for those with "good reception to be more likely to have seen at least one show, this is not the

case in the current survey. Overall, therefore the quality of PBS reception is not a consistent factor in whether one watches "Feeling Good". It may be that much of the "Feeling Good" audience lives in fringe signal areas, that is, suburban areas.

	Saw at Least One "Feeling Good" Show		
	Dec. 1974	Feb. 1975	April 1975
Quality of PBS Signal Reception	%	%	%
All who receive signal	4	7	5
Good reception	6	10	5
Fair reception	4	6	2
Poor reception	2	5	9

REASONS WATCHED AT LEAST ONE "FEELING GOOD" SHOW

Persons who reported having watched at least one recent "Feeling Good" show (4% of all adults) were asked for which, if any, of 16 reasons they watched "Feeling Good".

No one reason was named by an appreciable proportion of all adults or of any population group. "General interest" was named by 2%, and each of the other reasons received a smattering of mentions.

	All Adults April 1975
	%
Saw at least one "Feeling Good" segment	4
Reasons:	
General interest	2
Watched channel	1
Specific topic	1
Curiosity	1
Newspaper ad	1
Listing in TV Guide	1
Earlier shows	*
Dick Cavett	*
Guest Stars	*
Nothing else liked	*
TV ad	*
Radio ad	*
Ad in TV Guide	*
Listing in Newspaper	*
Favorable review	*
Friends or relatives	*
Other	*
Don't remember	*

*Less than one percent

PBS SIGNAL RECEPTION

A severe limitation on audience size, measured in each survey, is the fact that just over one third of all adults report receiving a good signal from the PBS station in their area. One sixth report receiving a fair or poor signal.

If knowledge of the quality of a PBS station signal can be taken as an indicator of viewing that station, a program available only on PBS has no chance of reaching more than half the national adult audience.

About one fourth don't know what quality reception they receive, in all likelihood because they have never attempted to view their local PBS station. A small minority say they cannot receive the signal even though they live within the signal area, presumably because they do not own a TV set with UHF reception.

	All Adults		
	Dec. 1974	Feb. 1975	April 1975
	%	%	%
PBS Station in Area	83	87	84
Can't receive signal	9	7	5
Poor reception	6	8	5
Fair reception	8	10	11
Good reception	38	36	40
Don't Know	22	26	23
No PBS Station in Area	17	13	16
	100	100	100

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HEALTH CARE HABITS

Respondents were asked which, if any, of nine health related actions they had taken in "the past two months". Of these, three were new and six were repeated from the earlier surveys. In addition, women were asked about three actions. These were repeated from the earlier surveys. Parents were asked about two actions neither of which had been asked about previously.

In the current survey an investigation was made into the extent to which a "memory factor" serves to inflate the proportion of respondents who report having taken a particular health step within "the past two months". For example, are there people who had their blood pressure checked three months ago who reported having it checked within the past two months?

To answer this question a split sample design was used. Half of the respondents were first asked about which health steps they had taken within "the past six months" and then about "the past two months". The other half of the respondents were asked only about the past two months, thus preserving the trend data.

The following table summarizes the differences between the two groups. There is a sizable and systematic difference between the two sub samples that indicates over-reporting for a two month period when respondents were not first asked the past six months. The responses of those who were first asked about the six month period, provide a good estimate of the proportion of all adults who actually took each health step within the past two months.

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Health Steps Taken In Past Two Months	Asked About Past Two Months Only %	First Asked About Past Six Months %
	BASED ON ALL ADULTS	
Read article about health	53	34
Had blood pressure checked	50	32
Had physical examination	31	18
Cut down on eggs, meat, butter, or milk	28	17
Dieted to lose weight	27	18
Increased regular exercise	33	21
Had eye examination	22	10
Had hearing examination	14	6
Made effort to quit smoking	12	8
	BASED ON WOMEN	
Breast self-examination	40	29
Breast examination by doctor	33	19
Pap test	28	12
	BASED ON PARENTS	
Had child's eyes examined	22	15
Had child's hearing checked	20	11

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TREND IN HEALTH STEPS TAKEN BY ALL ADULTS

The following table measures the trend from the earlier surveys in the proportion of all adults who report having taken each of the health steps in the past two months. For trend purposes, the figures reported for the current survey are based on the sub-sample that was asked only about the past two months, since this is the version that was asked in the earlier surveys.

The rank order of mention of the six items asked about in each survey is essentially the same since the February survey, however, there have been slight increases in the proportion of all adults who report having "had their blood pressure checked" and "increased regular exercise". The latter, however, is probably due to the seasonal improvement in the weather.

The three new items "had an eye examination", "had a hearing examination" and "made an effort to quit smoking" were each mentioned by a relatively small proportion of all adults.

	ALL ADULTS		
	Dec. 1974	Feb. 1975	April 1975 *
	%	%	%
Read article about health	54	46	53
Had blood pressure checked	44	42	50
Had more fresh fruit	38	36	NA
Had physical examination	34	28	31
Cut down on eggs, meat, butter or milk	30	26	28
Dieted to lose weight	28	24	27
Increased regular exercise	27	25	33
Had dental check up	24	22	NA

NA= Not Asked
* Based on the sub-sample which was asked only about the "past two months".

(continued)

(continued)

	ALL ADULTS		
	Dec. 1974	Feb. 1975	April 1975 *
	%	%	%
Had eye examination	NA	NA	22
Had hearing examination	NA	NA	14
Self-quiz on drinking	9	7	NA
Made effort to quit smoking	NA	NA	12

NA=Not Asked

* Based on the sub-sample which was asked only about "the past two months"

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Trend In Health Steps Taken By Women

The proportion of women who report having examined their own breasts is unchanged since the February survay. The proportion is, however, lower than that reported in December. It is likely that this reflects a return to more usual behavior after the publicity given in the fall to Mrs. Ford's and Mrs. Rockefeller's surgery for breast cancer.

	Among Women		
	Dec. 1974	Feb. 1975	April 1975 *
	%	%	%
Breast self-examination	51	38	40
Breast examination by doctor	32	25	33
Pap test	32	26	28

*Based on women who were asked only about the "past two months"

Health Steps Taken By Parents

Relatively small proportions of parents report having had their children's eyes or hearing examined within the past two months.

	Among Parents		
	Dec. 1974	Feb. 1975	April 1975 *
	%	%	%
Cut down on children's snacks	50	41	NA
Took pre-schoolers for shots	23	15	NA
Had child's eyes examined	NA	NA	22
Had child's hearing checked	NA	NA	20

*Based on parents who were asked only about "the past two months"

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VARIATIONS BETWEEN DEMOGRAPHIC SEGMENTS IN THE INCIDENCE OF HEALTH STEPS TAKEN IN THE PAST TWO MONTHS

The figures used in the following analysis are based on the combined, total sample. That is, they include those who were first asked about health steps taken within the past six months as well as those asked only about the past two months. This was done in order to have an adequate sample base for each demographic segment. While this procedure means that the absolute incidence for each segment is somewhat inflated, the data do indicate the relative incidence between demographic segments in the proportion who have taken each health step.

Women are more actively health conscious than are men. Thus women are the more likely to read about health, to have had their blood pressure checked, to have increased their consumption of fresh fruit, to have dieted to lose wieght, and to have had a physical examination.

	Dec. 1974		Feb. 1975		April 1975	
	Men	Women	Men	Women	Men	Women
	%	%	%	%	%	%
Read article about health	52	57	41	51	40	47
Had blood pressure checked	39	48	36	46	35	46
Had more fresh fruit	31	44	28	44	NA	NA
Had physical examination	28	39	23	33	22	27
Cut down on eggs, meat, butter, or milk	26	36	25	27	22	22
Dieted to lose weight	17	37	17	30	14	31
Increased regular exercise	27	28	26	24	25	29
Had dental checkup	23	25	21	23	NA	NA
Had eye examintaion	NA	NA	NA	NA	17	15
Had hearing examination	NA	NA	NA	NA	12	8
Made effort to quit smoking	NA	NA	NA	NA	12	7
Took self quiz on drinking	10	9	7	8	NA	NA

NA= Not Asked

While persons of all ages are interested in health, certain health steps are more salient for different age groups. For example, young persons are more likely than older persons to have increased regular exercise. Older persons, on the other hand, are the more likely to have the "state" of their health checked.

	December 1974			February 1975			April 1975		
	18-34	35-49	50 or Older	18-34	35-49	50 or Older	18-34	35-49	50 or Older
	%	%	%	%	%	%	%	%	%
Read article about health	55	57	53	48	49	42	48	41	41
Had blood pressure checked	35	43	53	34	38	51	37	34	48
Had more fresh fruit	42	36	36	37	35	36	NA	NA	NA
Had physical examination	30	31	39	26	25	32	26	21	25
Cut down on eggs, meat, butter or milk	27	32	33	23	28	28	19	22	26
Dieted to lose weight	32	31	21	31	22	18	26	24	20
Increased regular exercise	41	24	16	40	20	14	41	23	17
Had dental checkup	26	28	20	22	22	21	NA	NA	NA
Had eye examination	NA	NA	NA	NA	NA	NA	12	16	20
Had hearing examination	NA	NA	NA	NA	NA	NA	8	9	12
Made effort to quit smoking	NA	NA	NA	NA	NA	NA	12	12	7
Took self quiz on drinking	12	7	8	8	9	5	NA	NA	NA

In the current survey, college educated persons are at least as likely as those with less education to have taken each of the nine health steps. They are considerably more likely than those with less education to have read an article about health and somewhat more likely to have increased regular exercise. This is shown on the following page.

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	December 1974			February 1975			April 1975		
	College	High School	Grade School	College	High School	Grade School	College	High School	Grade School
	%	%	%	%	%	%	%	%	%
Read article about health	73	53	35	65	44	27	64	42	20
Had blood pressure checked	44	41	52	36	42	45	39	41	42
Had more fresh fruit	46	37	32	23	36	34	NA	NA	NA
Had physical examination	33	33	38	23	30	28	23	25	24
Cut down on eggs, meat, butter or milk	33	30	30	31	24	26	26	21	21
Dieted to lose weight	33	29	17	30	24	15	28	25	11
Increased regular exercise	38	29	9	36	25	12	38	28	12
Had dental checkup	33	24	12	33	20	12	NA	NA	NA
Had eye examination	NA	NA	NA	NA	NA	NA	16	16	17
Had hearing examination	NA	NA	NA	NA	NA	NA	9	10	12
Made effort to quit smoking	NA	NA	NA	NA	NA	NA	11	10	8
Took self quiz on drinking	14	9	5	10	8	3	NA	NA	NA

NA= Not Asked

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DETAILED TABLES

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AIDED AWARENESS OF SELECTED TV PROGRAMS
CLAIMED PROGRAM VIEWERSHIP

TABLE 1

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2793	1334	1459	1018	677	1089	659	1541	349	887	665	348	874
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED AWARENESS													
	2316	1068	1248	919	581	810	604	1339	349	774	573	288	670
TONY ORLANDO & DAWN	82.9	80.1	85.5	90.3	85.8	74.4	86.4	86.9	67.2	87.3	86.2	82.4	76.7
	2320	1058	1264	892	559	866	687	1331	379	772	574	278	687
LITTLE HOUSE ON THE PRAIRIE	83.1	79.2	86.6	87.6	82.0	79.5	86.8	86.4	69.0	87.0	86.3	79.4	78.6
	2263	1051	1212	904	567	786	579	1321	360	756	533	283	673
THAT'S MY MAMA	81.0	78.8	83.1	88.8	83.8	72.2	87.8	85.7	65.4	85.2	80.2	83.2	77.0
	993	485	508	604	237	348	281	597	113	386	228	97	278
FEELING GOOD	35.6	36.4	34.8	39.7	35.0	32.0	40.2	38.7	20.6	43.7	34.3	28.0	31.8
	2518	1194	1324	978	636	897	658	1443	413	882	632	300	717
KOJAK	90.2	89.5	90.7	96.1	93.9	82.4	94.1	93.6	75.2	96.1	95.0	88.2	82.0
	1469	673	790	602	372	486	466	856	139	573	370	160	366
MASTERPIECE THEATRE	52.6	50.4	54.1	59.1	54.9	44.6	66.7	55.5	39.3	64.6	55.6	44.1	41.0
	81	46	35	15	10	55	8	24	49	10	9	12	46
NONE OF THE ABOVE	2.9	3.6	2.3	1.5	1.5	5.1	1.1	1.6	8.9	1.1	1.4	3.5	5.3
CLAIMED PROGRAM VIEWERSHIP													
	1425	636	789	588	340	502	318	883	241	419	364	182	443
TONY ORLANDO & DAWN	51.0	47.7	54.1	57.0	50.2	46.1	45.9	54.0	49.9	47.2	54.7	53.5	58.7
	1332	564	768	451	321	536	284	783	263	403	323	144	447
LITTLE HOUSE ON THE PRAIRIE	47.7	42.3	52.6	44.3	47.4	51.1	49.6	50.8	47.9	45.4	48.6	42.9	51.1
	1326	629	697	545	322	496	304	782	238	404	294	191	429
THAT'S MY MAMA	47.5	47.2	47.8	53.5	47.6	41.9	48.5	50.7	49.4	45.5	44.2	54.2	48.6
	256	154	102	96	72	87	63	154	39	97	58	26	75
FEELING GOOD	9.2	11.5	7.0	9.4	10.6	8.0	9.0	10.0	7.1	10.9	8.7	7.6	8.6
	1789	865	924	681	453	649	453	1052	303	572	470	194	542
KOJAK	64.1	64.8	63.3	66.9	56.9	59.6	64.8	67.0	55.7	64.5	70.7	57.1	62.0
	559	265	294	143	182	212	200	293	58	231	136	44	128
MASTERPIECE THEATRE	20.0	19.9	20.2	19.0	27.5	19.5	29.8	19.0	16.8	26.0	20.5	19.4	14.9
	313	172	141	85	78	139	99	128	86	113	59	30	106
NONE OF THE ABOVE	11.2	12.0	9.7	9.3	11.5	12.8	14.2	8.3	15.7	12.7	8.9	8.8	12.1
	104	42	62	40	22	42	23	59	21	23	19	21	41
DONT KNOW	3.7	3.1	4.2	1.9	3.7	3.5	3.3	3.8	3.8	2.6	2.9	6.2	4.7

AIDED AWARENESS OF SELECTED TV PROGRAMS
CLAIMED PROGRAM VIEWERSHIP

TABLE 2

	OCCUPATION OF HEAD OF HOUSEHOLD						PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM -ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2793	948	276	1189	79	500	2351	1119	303	151	143	635	442
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED AWARENESS													
	2316	475	247	1016	49	491	2011	1004	262	123	130	492	305
TONY ORLANDO & DAWN	87.9	86.7	89.5	85.4	62.0	74.3	85.5	89.7	86.5	81.5	90.9	77.5	69.0
	2320	482	233	1005	66	446	1958	974	269	126	126	443	362
LITTLE HOUSE ON THE PRAIRIE	83.1	88.0	84.4	84.5	83.5	76.9	83.3	87.0	88.8	83.4	88.1	72.9	81.9
	2263	449	231	1018	59	398	1969	972	260	124	112	497	298
THAT'S MY MAMA	81.0	81.2	83.7	85.6	74.7	68.4	83.6	86.9	85.8	82.1	78.3	78.3	67.4
	993	235	96	421	19	157	893	486	122	45	37	183	100
FEELING GOOD	35.6	42.9	34.8	35.4	24.1	27.1	38.0	43.4	40.3	29.8	39.9	28.8	22.6
	2518	519	288	1095	72	448	2144	1046	285	144	140	529	374
EDJAF	90.2	94.7	97.1	92.1	91.1	77.2	91.2	93.5	94.1	95.4	97.9	83.3	84.6
	1463	383	141	602	24	249	1310	745	169	73	63	256	153
MASTERPIECE THEATRE	52.4	69.9	51.1	50.6	32.9	42.2	55.7	66.6	55.8	49.7	45.5	40.3	34.6
	81	10	4	70	4	43	61	17	9	5		38	20
NONE OF THE ABOVE	2.9	1.0	1.4	1.7	5.1	7.4	2.6	1.5	3.0	3.3		4.7	4.5
CLAIMED PROGRAM VIEWERSHIP													
	1425	262	156	670	24	266	1230	613	150	80	88	299	195
TONY ORLANDO & DAWN	51.0	47.8	56.5	56.3	30.4	45.9	52.3	54.8	49.5	53.0	61.5	47.1	44.1
	1392	224	111	615	56	278	1065	507	127	70	82	270	267
LITTLE HOUSE ON THE PRAIRIE	47.7	40.9	40.2	51.7	70.9	47.9	45.3	45.3	41.9	52.1	57.3	42.5	60.4
	1326	220	123	661	37	217	1112	548	136	80	63	285	214
THAT'S MY MAMA	47.5	40.1	44.6	55.6	46.8	37.4	47.3	49.0	44.9	53.0	44.1	44.9	48.4
	246	62	11	131	5	30	228	117	20	20	13	58	28
FEELING GOOD	9.2	11.3	4.0	11.0	6.3	5.2	9.7	10.5	6.6	13.2	9.1	9.1	6.3
	1749	345	180	822	46	319	1505	721	207	98	106	273	284
EDJAF	64.1	63.0	65.2	69.1	58.2	55.0	64.0	64.4	68.3	64.9	74.1	58.7	64.3
	559	164	62	218	10	90	484	284	65	24	14	97	75
MASTERPIECE THEATRE	20.0	30.9	22.5	18.3	12.7	15.5	20.6	25.4	21.5	15.9	9.8	15.3	17.0
	313	78	25	97	6	53	275	135	26	11	8	95	38
NONE OF THE ABOVE	11.2	14.2	9.1	8.2	7.6	16.0	11.7	12.1	8.6	7.3	5.6	15.0	8.6
	104	20	6	37	3	35	81	25	5	5	8	38	23
DON'T KNOW	3.7	3.6	2.2	3.1	3.8	6.0	3.4	2.2	1.7	3.3	5.6	6.0	5.2

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS
PRS SIGNAL RECEPTION

TABLE 3

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2793	1334	1459	1018	677	1089	699	1541	549	887	665	340	874
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	256	15[illegible]	102	96	72	87	63	154	39	97	58	26	75
TOTAL CLAIMED VIEWERSHIP	9.2	11.5	7.0	9.4	10.6	8.0	9.0	10.0	7.1	10.9	8.7	7.6	8.6
WHEN 'FEELING GOOD' SEEN													
	64	26	38	17	20	27	12	41	11	25	16	7	16
WEDNESDAY APRIL 2	2.3	1.9	2.6	1.7	3.0	2.5	1.7	2.7	2.0	2.8	2.4	2.1	1.8
	64	34	30	18	25	21	15	39	10	30	13	6	15
WEDNESDAY APRIL 9	2.3	2.5	2.1	1.8	3.7	1.9	2.1	2.5	1.8	3.4	2.0	1.8	1.7
	50	25	25	10	14	26	9	24	17	16	8	5	21
WEDNESDAY APRIL 16	1.8	1.9	1.7	1.0	2.1	2.4	1.3	1.6	3.1	1.8	1.2	1.5	2.4
	108	68	40	45	23	39	26	68	14	38	27	16	27
NONE	3.9	5.1	2.7	4.4	3.4	3.6	3.7	4.4	2.6	4.3	4.1	4.7	3.1
	29	20	9	18	7	4	8	16	5	11	4	2	12
DON'T KNOW	1.0	1.5	.6	1.8	1.0	.4	1.1	1.0	.9	1.2	.6	.6	1.4
	119	66	53	33	42	44	29	70	20	48	27	8	36
NET SAW AT LEAST ONE SEGMENT	4.3	4.9	3.6	3.2	6.2	4.0	4.1	4.5	3.6	5.4	4.1	2.4	4.1
PRS SIGNAL RECEPTION													
	442	222	220	160	82	199	49	239	153	71	107	67	197
NO PRS STATION IN AREA	15.8	16.6	15.1	15.7	12.1	18.3	7.0	15.5	27.9	8.0	16.1	19.7	22.5
	143	74	69	59	31	53	38	71	33	31	39	20	52
PRS STATION, NO RECEPTION	5.1	5.5	4.7	5.8	4.6	4.9	5.4	4.6	6.0	3.5	5.9	5.9	5.9
	151	77	74	40	53	58	35	85	31	37	44	22	48
POOR RECEPTION	5.4	5.8	5.1	3.9	7.8	5.3	5.0	5.5	5.6	4.2	6.6	6.5	5.5
	303	154	149	116	85	100	104	174	25	125	78	34	63
FAIR RECEPTION	10.8	11.5	10.2	11.4	12.6	9.2	14.9	11.3	4.6	14.1	11.7	10.0	7.2
	1119	552	567	432	283	400	368	646	103	474	272	119	241
GOOD RECEPTION	40.1	41.4	38.9	42.4	41.8	36.7	52.6	41.9	18.3	53.4	40.9	35.0	27.6

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS
PRS SIGNAL RECEPTION

TABLE 4

	ALL ADULTS	OCCUPATION OF HEAD OF HOUSEHOLD: PROF & BUS	CLER & SALES	MANUAL	FARM-ERS	NON-LABOR	PRS RECEPTION: IN SIGNAL AREA: ALL	QUALITY OF RECEPTION: GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2793	548	276	1189	79	580	2351	1119	303	151	143	635	442
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	256	62	11	131	5	30	228	117	20	20	13	58	28
TOTAL CLAIMED VIEWERSHIP	9.7	11.3	4.0	11.0	6.3	5.2	9.7	10.5	6.6	13.2	9.1	9.1	6.3
WHEN 'FEELING GOOD' SEEN													
	64	10	1	40		10	58	30	2	5	6	15	6
WEDNESDAY APRIL 2	2.3	1.8	.4	3.4		1.7	2.5	2.7	.7	3.3	4.2	2.4	1.4
	64	19	2	38		5	61	29	1	9	4	18	3
WEDNESDAY APRIL 9	2.3	3.5	.7	3.2		.9	2.6	2.6	.3	6.0	2.8	2.8	.7
	50	12	1	28		6	44	24	3	8	4	13	6
WEDNESDAY APRIL 16	1.8	2.2	.4	2.4		1.0	2.0	2.1	1.0	1.3	2.8	2.0	.9
	108	29	4	53	5	14	93	55	13	4	5	18	13
NONE	3.9	5.3	1.4	4.5	6.3	2.4	4.0	4.9	4.3	2.6	3.5	2.8	2.9
	29	5	3	11		2	26	10	2	2	2	10	3
DON'T KNOW	1.0	.9	1.1	.9		.3	1.1	.9	.7	1.3	1.4	1.6	.7
	119	28	4	67		14	107	52	5	14	6	30	12
NET SAW AT LEAST ONE SEGMENT	4.3	5.1	1.4	5.6		2.4	4.6	4.6	1.7	9.3	4.2	4.7	2.7
PRS SIGNAL RECEPTION													
	442	46	17	217	41	108							442
NO PRS STATION IN AREA	15.8	8.4	6.2	18.3	51.9	18.6							100.0
	143	18	15	69	2	28	143				143		
PRS STATION, NO RECEPTION	5.1	3.3	5.4	5.8	2.5	4.8	6.1				100.0		
	151	26	14	67	4	37	151			151			
POOR RECEPTION	5.4	4.7	5.1	5.6	5.1	6.4	6.4			100.0			
	303	77	39	108	8	54	303		303				
FAIR RECEPTION	10.8	14.1	14.1	9.1	10.1	9.3	12.9		100.0				
	1119	303	144	428	12	196	1119	1119					
GOOD RECEPTION	40.1	55.3	52.2	36.0	15.2	33.8	47.6	100.0					

REASONS WATCHED AT LEAST ONE 'FEELING GOOD' SEGMENT

TABLE 5

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2793	1334	1459	1018	677	1089	699	1541	549	887	665	340	874
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GENERAL INTEREST	48	30	18	16	15	17	10	30	8	17	10	5	16
	1.7	2.2	1.2	1.6	2.2	1.6	1.4	1.9	1.5	1.9	1.5	1.5	1.8
SPECIFIC TOPIC	26	20	6	11	11	4	13	11	2	13	9	1	3
	.9	1.5	.4	1.1	1.6	.4	1.9	.7	.4	1.5	1.4	.3	.3
CURIOSITY	23	7	16	8	5	10	5	14	4	5	5	4	9
	.8	.5	1.1	.8	.7	.9	.7	.9	.7	.6	.8	1.2	1.0
EARLIER SHOWS	9	3	6	2	1	6	4	5		7		2	
	.3	.2	.4	.2	.1	.6	.6	.3		.8		.6	
DICK CAVETT	13	8	5	1	5	7	4	5	4	4	4		5
	.5	.6	.3	.1	.7	.6	.6	.3	.7	.5	.6		.6
GUEST STARS	7	4	3		4	3	1	4	2	1	3		3
	.3	.3	.2		.6	.3	.1	.3	.4	.1	.5		.3
WATCHED CHANNEL	31	15	16	2	12	17	9	17	5	14	4	3	10
	1.1	1.1	1.1	.2	1.8	1.6	1.3	1.1	.9	1.6	.6	.9	1.1
NOTHING ELSE LIKED	14	8	6	5		9	2	5	7	3		4	7
	.5	.6	.4	.5		.8	.3	.3	1.3	.3		1.2	.8
NEWSPAPER AD	16	2	14	3	3	10	1	8	7	6	4		6
	.6	.1	1.0	.3	.4	.9	.1	.5	1.3	.7	.6		.7
TV AD	12	3	9	1	1	10	2	5	7	2	1	1	4
	.4	.2	.6	.1	.1	.9	.3	.2	1.3	.7	.2	.3	.5
RADIO AD	2	1	1		1	1		2			1		1
	.1	.1	.1		.1	.1		.1			.2		.1
AD IN TV GUIDE	14	6	8	11	1	2	3	9		8		3	3
	.5	.6	.5	1.1	.1	.2	.7	.6		.9		.9	.3
LISTING IN TV GUIDE	24	7	17	8	4	12	3	18	3	12	6	1	5
	.9	.5	1.2	.8	.6	1.1	.4	1.2	.5	1.4	.9	.3	.6
LISTING IN NEWSPAPER	14	3	11		2	12	1	10	3	4	3	2	5
	.5	.2	.8		.3	1.1	.1	.6	.5	.5	.5	.6	.6
FAVORABLE REVIEW	12	2	10		6	6	2	10		3	6	1	2
	.4	.1	.7		.9	.6	.3	.6		.3	.9	.3	.2
RELATIVES OR RELATIVES	15	7	8	7	2	6	5	7	3	3	4	4	4
	.5	.5	.5	.7	.3	.6	.7	.5	.5	.3	.6	1.2	.5
OTHER	10	7	5		9	3		12		6	5		1
	.4	.5	.3		1.3	.3		.8		.7	.8		.1
DON'T REMEMBER	1		1	1				1			1		
	*		.1	.1				.1			.2		
NOT SAW AT LEAST ONE SEGMENT	119	68	51	33	42	44	29	70	21	48	27	8	36
	4.3	4.9	3.6	3.2	6.2	4.0	4.1	4.5	3.6	5.4	4.1	2.4	4.1

REASONS WATCHED AT LEAST ONE 'FEELING GOOD' SEGMENT

TABLE 6

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM-ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2793	548	274	1189	79	580	2351	1119	303	151	143	635	442
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GENERAL INTEREST	48	8	4	24		10	41	18	4	9	6	9	7
	1.7	1.5	1.4	2.0		1.7	1.7	1.6	1.3	2.6	4.2	1.4	1.6
SPECIFIC TOPIC	26	10		12		4	22	14		7		1	4
	.9	1.8		1.0		.7	.9	1.3		4.6		.2	.9
CURIOSITY	23	3		17		1	21	8	1	3	1	8	2
	.8	.5		1.4		.2	.9	.7	.3	2.0	.7	1.3	.5
EARLIER SHOWS	9	8				1	8	8					1
	.3	1.5				.2	.3	.7					.2
DICK CAVETT	13	3	1	4		4	13	9	1	3			
	.5	.5	.4	.3		.7	.6	.8	.3	2.0			
GUEST STARS	7	1		3		3	6	4	1	1			1
	.3	.2		.3		.5	.3	.4	.3	.7			.2
WATCHED CHANNEL	31	14	1	7		8	27	20	2	4	1		4
	1.1	2.6	.4	.6		1.4	1.1	1.8	.7	2.6	.7		.9
NOTHING ELSE LIKED	14	1		8		3	11	4			3	4	3
	.5	.2		.7		.9	.5	.4			2.1	.6	.7
NEWSPAPER AD	16	3		9		4	12	1		3		8	4
	.6	.5		.8		.7	.5	.1		2.0		1.3	.9
TV AD	12	1		5		6	8	3		1		4	4
	.4	.2		.4		1.0	.3	.3		.7		.6	.9
RADIO AD	2			1		1	1			1			1
	.1			.1		.2	.			.7			.2
AD IN TV GUIDE	14	3		11			13	11				2	1
	.5	.5		.9			.6	1.0				.3	.2
LISTING IN TV GUIDE	24	9	1	10		3	20	14		3		3	4
	.9	1.5	.4	.8		.9	.9	1.3		2.0		.5	.9
LISTING IN NEWSPAPER	14	5		3		6	10	7		1		2	4
	.5	.9		.3		1.0	.4	.		.7		.3	.9
FAVORABLE REVIEW	13	3	1	4		4	11	5		6			1
	.4	.5	.4	.3		.7	.5	.4		4.0			.2
FRIENDS OR RELATIVES	15	3	1	7		4	9	3		2	3	1	6
	.5	.5	.4	.6		.7	.4	.3		1.3	2.1	.2	1.4
OTHER	12			11			12	6				8	
	.4			.9			.5	.4				1.3	
DON'T REMEMBER	1						1					1	
	.						.					.2	
NET SAW AT LEAST ONE SEGMENT	119	28	6	67		14	107	52	5	14	6	30	12
	4.3	5.1	1.4	5.6		2.4	4.6	4.6	1.7	9.3	4.2	4.7	2.7

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON THOSE ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 7

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1380	669	711	522	345	511	356	755	267	446	304	163	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
READ ARTICLE ABOUT HEALTH	732	330	402	307	165	260	262	399	69	306	181	79	159
	53.0	49.3	56.5	58.8	47.8	50.9	73.6	52.8	25.8	68.6	59.5	48.5	34.9
HAD BLOOD PRESSURE CHECKED	691	286	405	238	144	309	168	374	149	229	135	74	245
	50.1	42.8	57.0	45.6	41.7	60.5	47.2	49.5	55.8	51.3	44.4	45.4	53.7
HAD EYES EXAMINED	305	146	159	70	65	170	61	168	76	114	53	36	99
	22.1	21.8	22.4	13.4	18.8	33.3	17.1	22.3	28.5	25.6	17.4	22.1	21.7
HAD PHYSICAL EXAMINATION	427	174	253	163	81	183	94	242	91	132	103	52	132
	30.9	26.0	35.6	31.2	23.5	35.8	26.4	32.1	34.1	29.6	33.9	31.9	28.9
HAD HEARING CHECKED	196	111	85	65	33	98	36	111	49	86	34	25	49
	14.2	16.6	12.0	12.5	9.6	19.2	10.1	14.7	18.4	19.3	11.2	15.3	10.7
CUT DOWN ON EGGS, FAT, BUTTER OR MILK.	384	182	202	117	94	173	95	217	71	134	88	38	121
	27.8	27.2	28.4	22.4	27.2	33.9	26.7	28.7	26.6	30.0	28.9	23.3	26.5
DIETED TO LOSE WEIGHT	376	114	262	164	92	120	113	225	37	169	74	32	95
	27.2	17.0	36.8	31.4	26.7	23.5	31.7	29.8	13.9	37.9	24.3	19.6	20.8
INCREASED REGULAR EXERCISE	456	204	252	259	86	111	157	246	52	171	104	70	111
	33.0	30.5	35.4	49.6	24.9	21.7	44.1	32.6	19.5	38.3	34.2	42.9	24.3
MADE EFFORT TO QUIT SMOKING	164	97	67	65	57	42	46	99	18	48	38	25	50
	11.9	14.5	9.4	12.5	16.5	8.2	12.9	13.1	6.7	10.8	12.5	15.3	11.0
SMOKED CIGARETTES	401	203	198	190	109	101	100	259	50	120	103	44	132
	29.1	30.3	27.8	36.4	31.6	19.8	28.1	33.1	18.7	26.9	33.9	28.2	28.9

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON THOSE ASKED ABOUT PAST SIX MONTHS

TABLE 7a

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1413	665	748	496	332	578	343	786	282	441	361	177	418
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
READ ARTICLE ABOUT HEALTH	480	201	279	182	115	182	184	255	41	178	132	58	108
	34.0	30.2	37.3	36.7	34.6	31.5	53.6	32.4	14.5	40.4	36.6	32.8	25.8
HAD BLOOD PRESSURE CHECKED	450	184	266	140	89	218	103	263	84	118	110	60	156
	31.8	27.7	35.6	28.2	26.8	37.7	30.0	33.5	29.8	26.8	30.5	33.9	37.3
HAD EYES EXAMINED	142	83	59	48	42	52	48	75	19	47	37	16	40
	10.0	12.5	7.9	9.7	12.7	9.0	14.0	9.5	6.7	10.7	10.2	9.0	9.6
HAD PHYSICAL EXAMINATION	257	119	138	98	63	94	67	149	41	71	70	30	86
	18.2	17.9	18.4	19.8	19.0	16.3	19.5	19.0	14.5	16.1	19.4	16.9	20.6
HAD HEARING CHECKED	78	48	30	17	26	34	28	36	14	26	23	9	19
	5.5	7.2	4.0	3.4	7.8	5.9	8.2	4.6	5.0	5.9	6.4	5.1	4.5
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	240	118	122	70	56	111	89	107	44	86	58	34	56
	17.0	17.7	16.3	14.1	16.9	19.2	25.9	13.6	15.4	19.5	16.1	19.2	13.4
DIETED TO LOSE WEIGHT	262	78	184	96	71	92	82	158	22	103	62	28	67
	18.5	11.7	24.6	19.4	21.4	15.9	23.9	20.1	7.8	23.4	17.2	15.8	16.0
INCREASED REGULAR EXERCISE	300	124	176	154	68	77	109	178	13	110	75	35	74
	21.2	18.6	23.5	31.0	20.5	13.3	31.8	22.6	4.6	24.9	20.8	19.8	17.7
MADE EFFORT TO QUIT SMOKING	111	70	41	56	24	31	28	60	23	25	30	18	38
	7.9	10.5	5.5	11.3	7.2	5.4	8.2	7.6	8.2	5.7	8.3	10.2	9.1
SMOKED CIGARETTES	349	193	156	143	96	107	65	210	74	109	89	42	104
	24.7	29.0	20.9	28.8	28.9	18.5	19.0	26.7	26.2	24.7	24.7	23.7	24.9

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON THOSE ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 8

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1380	278	134	569	33	288	1171	515	167	85	75	329	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
READ ARTICLE ABOUT HEALTH	732	209	83	285	10	113	649	339	98	35	28	149	83
	53.0	75.2	61.9	50.1	30.3	39.2	55.4	65.8	58.7	41.2	37.3	45.3	39.7
HAD BLOOD PRESSURE CHECKED	691	128	60	284	14	170	592	266	58	51	40	177	99
	50.1	46.0	44.8	49.9	42.4	59.0	50.6	51.7	34.7	60.0	53.3	53.8	47.4
HAD EYES EXAMINED	305	58	28	119	13	73	260	137	17	15	20	71	45
	22.1	20.9	20.9	20.9	39.4	25.3	22.2	26.6	10.2	17.6	26.7	21.6	21.5
HAD PHYSICAL EXAMINATION	427	65	49	192	15	85	362	173	32	22	24	111	65
	30.9	23.4	36.6	33.7	45.5	29.5	30.9	33.6	19.2	25.9	32.0	33.7	31.1
HAD HEARING CHECKED	196	34	20	86	9	37	163	74	19	11	11	48	33
	14.2	12.2	14.9	15.1	27.3	12.8	13.9	14.4	11.4	12.9	14.7	14.6	15.8
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	384	74	50	156	7	78	321	158	50	25	16	72	63
	27.8	26.6	37.3	27.4	21.2	27.1	27.4	30.7	29.9	29.4	21.3	21.9	30.1
DIETED TO LOSE WEIGHT	376	112	38	141	3	63	313	153	50	25	24	61	63
	27.2	40.3	28.4	24.8	9.1	21.9	26.7	29.7	29.9	29.4	32.0	18.5	30.1
INCREASED REGULAR EXERCISE	456	103	46	224	9	58	384	205	53	26	20	80	72
	33.0	37.1	34.3	39.4	27.3	20.1	32.8	39.8	31.7	30.6	26.7	24.3	34.4
MADE EFFORT TO QUIT SMOKING	164	42	13	63	2	25	141	67	22	11	11	30	23
	11.9	15.1	9.7	11.1	6.1	8.7	12.0	13.0	13.2	12.9	14.7	9.1	11.0
SMOKED CIGARETTES	401	70	30	210	10	51	341	167	40	17	27	90	60
	29.1	25.2	22.4	36.9	30.3	17.7	29.1	32.4	24.0	20.0	36.0	27.4	28.7

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON THOSE ASKED ABOUT PAST SIX MONTHS

TABLE 8a

	OCCUPATION OF HEAD OF HOUSEHOLD						PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM-ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1413	270	142	620	46	292	1180	604	136	66	68	306	233
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
READ ARTICLE ABOUT HEALTH	480	121	62	183	15	92	423	236	62	33	16	76	57
	34.0	44.8	43.7	29.5	32.6	31.5	35.8	39.1	45.6	50.0	23.5	24.8	24.5
HAD BLOOD PRESSURE CHECKED	450	69	43	195	9	130	383	179	50	18	29	107	67
	31.8	25.6	30.3	31.5	19.6	44.5	32.5	29.6	36.8	27.3	42.6	35.0	28.8
HAD EYES EXAMINED	142	25	11	73		33	120	73	4	3	10	30	22
	10.0	9.3	7.7	11.8		11.3	10.2	12.1	2.9	4.5	14.7	9.8	9.4
HAD PHYSICAL EXAMINATION	257	42	17	121	5	63	223	116	31	13	11	32	34
	18.2	15.6	12.0	19.5	10.9	21.6	18.9	19.2	22.8	19.7	16.2	17.0	14.6
HAD HEARING CHECKED	78	14	7	36	3	17	64	27	6	4	4	23	14
	5.5	5.2	4.9	5.8	6.5	5.8	5.4	4.5	4.4	6.1	5.9	7.5	6.0
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	240	53	30	90	7	57	206	124	23	7	15	37	34
	17.0	19.6	21.1	14.5	15.2	19.5	17.5	20.5	16.9	10.6	22.1	12.1	14.6
DIETED TO LOSE WEIGHT	262	52	34	108	10	49	222	122	35	15	7	43	40
	18.5	19.3	23.9	17.4	21.7	16.8	18.8	20.2	25.7	22.7	10.3	14.1	17.2
INCREASED REGULAR EXERCISE	300	80	48	124	2	38	261	143	39	12	10	57	39
	21.2	29.6	33.8	20.0	4.3	13.0	22.1	23.7	28.7	18.2	14.7	18.6	16.7
MADE EFFORT TO QUIT SMOKING	111	19	18	55	2	16	87	47	15	4	3	18	24
	7.9	5.6	12.7	8.9	4.3	5.5	7.4	7.8	11.0	6.1	4.4	5.9	10.3
SMOKED CIGARETTES	349	56	49	169	4	61	288	152	36	14	21	65	61
	24.7	20.7	34.5	27.3	8.7	20.9	24.4	25.2	26.5	21.2	30.9	21.2	26.2

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON WOMEN ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 9

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	711		711	298	185	286	158	407	145	196	161	87	259
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
BREASTS EXAMINED BY DOCTOR	235		235	103	55	77	60	142	33	66	66	32	64
	33.1		33.1	34.9	29.7	26.9	38.0	34.9	22.8	33.7	41.0	36.8	24.7
BREASTS EXAMINED BY SELF	287		287	122	81	84	84	172	31	85	70	36	93
	40.4		40.4	47.3	43.8	31.6	53.2	42.3	21.4	43.4	43.5	41.4	35.9
HAD A PAP TEST	202		202	87	62	51	50	130	22	53	64	30	52
	28.4		28.4	34.5	33.5	19.2	31.6	31.9	15.2	27.0	39.8	34.5	20.1
NONE OF THEM	291		291	92	66	131	56	156	78	72	57	33	128
	40.9		40.9	35.7	35.7	49.2	35.4	38.3	53.8	36.7	35.4	37.9	49.4

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON WOMEN ASKED ABOUT PAST SIX MONTHS

TABLE 9a

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	748		748	269	159	316	167	462	118	211	186	81	263
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
BREASTS EXAMINED BY DOCTOR	145		145	66	36	43	47	88	10	41	43	16	47
	19.4		19.4	24.5	22.6	13.6	28.1	19.0	8.5	19.4	23.1	17.3	17.9
BREASTS EXAMINED BY SELF	215		215	70	61	82	49	150	16	66	55	23	70
	28.7		28.7	26.0	38.4	25.9	29.3	32.5	13.6	31.3	29.6	28.4	26.6
HAD A PAP TEST	91		91	45	31	15	30	56	5	28	26	10	27
	12.2		12.2	16.7	19.5	4.7	18.0	12.1	4.2	13.3	14.0	12.3	10.3
NONE OF THEM	463		463	158	88	215	93	273	96	125	116	49	167
	61.9		61.9	58.7	55.3	68.0	55.7	59.1	81.4	59.2	62.4	60.5	63.5

[illegible] CHANGED OPINION AND WRITTEN IN THE PAST TWO MONTHS
[illegible] CHANGED ON WHICH PAPERS ONLY WRITTEN PAST TWO MONTHS

TABLE 10

		OCCUPATION OF HEAD OF HOUSEHOLD					FOR RECEPTION IN SIGNAL AREA: QUALITY OF RECEPTION						
	ALL	PROF & MGR	CLER & SALES	WORKER	FARM	NON-WORKER	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
NEWSPAPER READ	711	137	61	299	19	172	615	262	79	45	42	207	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS	255	45	22	101	11	37	201	[illegible]	22	14	11	42	32
PERSONAL EXPERIENCE BY DOCTOR	35.9	32.8	36.1	33.5	57.9	21.5	32.8	37.2	27.8	31.1	26.2	20.3	14.7
	287	55	33	119	4	60	255	119	32	18	17	69	32
REPORTED PERSONALLY BY SELF	40.4	40.1	54.1	40.6	21.6	34.9	41.5	45.4	40.5	40.0	40.5	33.3	32.7
	162	36	14	100	3	11	121	74	25	13	14	31	11	
HEARD & PAST YEAR	22.8	26.3	23.0	34.1	15.8	6.4	19.7	28.2	31.6	28.9	33.3	15.0	11.2
	291	59	12	119	4	58	261	81	25	13	10	96	30
NEVER THE PAPER	40.9	43.1	19.7	40.6	21.1	33.7	42.5	30.9	31.7	28.9	23.8	46.4	44.9

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON REPORT ABOUT PAST SIX MONTHS

TABLE 16a

	OCCUPATION OF HEAD OF HOUSEHOLD						PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM-ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	748	146	84	294	28	167	626	329	70	31	27	173	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
BREASTS EXAMINED BY DOCTOR	145	33	7	55	3	37	135	69	21	5	4	36	10
	19.4	27.3	8.3	18.7	10.7	22.2	21.6	21.2	30.0	16.1	14.8	20.8	8.2
BREASTS EXAMINED BY SELF	215	44	32	86	3	40	192	92	27	11	6	56	23
	28.7	29.7	38.1	29.3	10.7	24.0	30.7	28.3	38.6	35.5	22.2	32.4	18.9
HAD A PAP TEST	91	28	4	39	1	14	84	32	16	5	4	27	7
	17.2	16.9	4.8	13.3	3.6	8.4	13.4	9.8	22.9	16.1	14.8	15.6	5.7
SOME OF THEM	463	91	47	184	23	105	367	191	37	15	21	103	96
	61.9	61.5	56.0	62.6	82.1	62.9	58.6	58.0	52.9	48.4	77.8	59.5	78.7

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON PARENTS ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 11

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	683	312	371	335	263	84	181	458	62	257	188	77	154
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
HAD CHILDS EYES EXAMINED	149	46	103	69	67	12	42	97	10	62	35	18	31
	21.8	14.7	27.8	20.6	25.5	14.3	23.2	22.1	16.1	24.1	18.6	23.4	20.1
HAD CHILD'S HEARING CHECKED	137	38	99	71	56	9	44	81	12	47	34	18	31
	20.1	12.2	26.7	21.2	21.3	10.7	24.3	18.5	19.4	18.3	18.1	23.4	20.1
NONE	493	254	239	239	185	69	128	314	50	185	137	52	118
	72.2	81.4	64.4	71.3	70.3	82.1	70.7	71.5	80.6	72.4	72.9	67.5	76.6

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON PARENTS ASKED ABOUT PAST SIX MONTHS

TABLE 11a

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	738	341	397	343	240	134	165	464	108	257	227	86	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
HAD CHILD'S EYES EXAMINED	113	48	65	50	48	15	28	70	15	29	55	8	21
	15.3	14.1	16.4	14.6	18.5	11.2	17.0	15.1	13.9	11.3	24.2	9.3	12.8
HAD CHILD'S HEARING CHECKED	81	27	54	39	34	8	19	54	8	20	43	2	16
	11.0	7.9	13.6	11.4	13.1	6.0	11.5	11.6	7.4	7.8	18.9	2.3	9.8
NONE	611	292	319	287	205	118	134	383	93	222	165	77	143
	82.8	85.6	80.4	83.7	78.8	88.1	81.2	82.5	86.1	86.4	72.7	89.5	87.2

STEPS TAKEN EFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON PARENTS ASKED ONLY ABOUT PAST TWO MONTHS

TABLE 12

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM-ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	683	157	80	342	22	40	585	278	102	43	31	131	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
HAD CHILDS EYES EXAMINED	149	35	25	76	2	6	132	73	13	15	5	26	17
	21.8	22.3	26.8	22.2	9.1	15.0	22.6	26.3	12.7	34.9	16.1	19.8	17.3
HAD CHILD'S HEARING CHECKED	137	33	17	71	5	5	116	66	14	10	5	21	21
	20.1	21.0	21.3	20.8	22.7	12.5	19.8	23.7	13.7	23.3	16.1	16.0	21.4
NONE	495	115	48	246	17	33	410	187	83	26	24	98	75
	72.2	73.2	60.0	71.9	77.3	82.5	71.5	67.3	81.4	60.5	77.4	74.8	76.5

STEPS TAKEN AFFECTING HEALTH IN THE PAST TWO MONTHS
BASED ON PARENTS ASKED ABOUT PAST SIX MONTHS

TABLE 12a

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM -ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	798	164	71	384	21	79	618	340	79	32	31	136	120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST TWO MONTHS													
HAD CHILDS EYES EXAMINED	113	21	15	59	2	13	101	58	11	3	5	24	12
	15.3	12.8	21.1	15.4	9.5	17.8	16.3	17.1	13.9	9.4	16.1	17.6	10.0
HAD CHILD'S HEARING CHECKED	81	15	12	42		8	70	42	9	1		18	11
	11.0	9.1	16.9	10.9		11.0	11.3	12.4	11.4	3.1		13.2	9.2
NONE	611	140	55	316	19	60	506	275	65	29	26	111	105
	82.8	85.4	77.5	82.3	90.5	82.2	81.9	80.9	82.5	90.6	83.9	81.6	87.5

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS
BASED ON ALL ADULTS-SUB-SAMPLE

TABLE 13

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1413	665	748	496	332	578	343	786	282	441	361	177	418
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS													
READ ARTICLE ABOUT HEALTH	759	305	454	293	178	285	267	421	69	275	215	89	174
	53.7	45.9	60.7	59.1	53.6	49.3	77.8	53.6	24.5	62.4	59.6	50.3	41.6
HAD BLOOD PRESSURE CHECKED	841	350	491	283	186	368	218	485	137	254	219	108	252
	59.5	52.6	65.6	57.1	56.0	63.7	63.6	61.7	48.6	57.6	60.7	61.0	60.3
HAD EYES EXAMINED	368	173	195	119	83	163	114	203	50	114	89	48	119
	26.0	26.0	26.1	24.0	25.0	28.2	33.2	25.8	17.7	25.9	24.7	27.1	27.5
HAD PHYSICAL EXAMINATION	608	253	355	232	132	240	151	349	108	179	172	76	176
	43.0	38.0	47.5	46.8	39.8	41.5	44.0	44.4	38.3	40.6	47.6	42.9	42.1
HAD HEARING CHECKED	196	110	86	53	39	102	56	103	37	68	51	19	57
	13.9	16.5	11.5	10.7	11.7	17.6	16.3	13.1	13.1	15.4	14.1	10.7	13.6
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	385	158	227	115	75	192	124	179	82	119	104	45	111
	27.2	23.8	30.3	23.2	22.6	33.2	36.2	22.8	29.1	27.0	28.8	25.4	26.6
DIETED TO LOSE WEIGHT	439	123	316	159	110	167	135	248	56	166	107	48	116
	31.1	18.5	42.2	32.1	33.1	28.9	39.4	31.6	19.9	37.6	29.6	27.1	27.8
INCREASED REGULAR EXERCISE	421	176	245	209	103	107	145	241	35	168	106	42	101
	29.8	26.5	32.8	42.1	31.0	18.5	42.3	30.7	12.4	38.1	29.4	23.7	24.2
MADE EFFORT TO QUIT SMOKING	171	101	70	81	34	55	43	91	37	44	46	27	54
	12.1	15.2	9.4	16.3	10.2	9.5	12.5	11.6	13.1	10.0	12.7	15.3	12.9
SMOKED CIGARETTES	443	228	215	183	116	141	76	263	104	142	108	52	136
	31.4	34.3	28.7	36.9	34.9	24.4	22.2	33.5	36.9	32.2	29.9	29.4	32.5

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS
BASED ON ALL ADULTS-SUP-SAMPLE

TABLE 14

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM -ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1413	270	142	620	46	292	1180	604	136	66	68	306	233
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS													
	759	196	96	292	22	131	669	376	88	45	37	123	90
READ ARTICLE ABOUT HEALTH	53.7	72.6	67.6	47.1	47.8	44.9	56.7	62.3	64.7	68.2	54.4	40.2	38.6
	841	163	83	349	31	195	708	361	88	35	47	177	133
HAD BLOOD PRESSURE CHECKED	59.5	60.4	58.5	56.3	67.4	66.8	60.0	59.8	64.7	53.0	69.1	57.8	57.1
	368	79	25	171	4	82	301	155	30	16	23	77	67
HAD EYES EXAMINED	26.0	29.3	17.6	27.6	8.7	28.1	25.5	25.7	22.1	24.2	33.8	25.2	28.8
	608	123	64	247	19	131	521	287	70	21	24	119	87
HAD PHYSICAL EXAMINATION	43.0	45.6	45.1	39.8	41.3	44.9	44.2	47.5	51.5	31.8	35.3	38.9	37.3
	196	48	9	71	4	62	161	82	18	8	6	47	35
HAD HEARING CHECKED	13.9	17.8	6.3	11.5	8.7	21.2	13.6	13.6	13.2	12.1	8.8	15.4	15.0
CUT DOWN ON EGGS, MEAT, BUTTER OR MILK	385	78	41	147	15	100	325	195	37	9	24	60	60
	27.2	28.9	28.9	23.7	32.6	34.2	27.5	32.3	27.2	13.6	35.3	19.6	25.8
	439	102	54	173	15	85	367	211	55	20	22	59	72
DIETED TO LOSE WEIGHT	31.1	37.8	38.0	27.9	32.6	29.1	31.1	34.9	40.4	30.3	32.4	19.3	30.9
	421	117	55	176	2	59	366	193	60	16	21	76	55
INCREASED REGULAR EXERCISE	29.8	43.3	38.7	28.4	4.3	20.2	31.0	32.0	44.1	24.2	30.9	24.8	23.6
	171	31	23	78	3	29	130	73	24	5	10	18	41
MADE EFFORT TO QUIT SMOKING	12.1	11.5	16.2	12.6	6.5	9.9	11.0	12.1	17.6	7.6	14.7	5.9	17.6
	443	66	53	222	5	75	366	185	44	16	32	89	77
SMOKED CIGARETTES	31.4	74.4	37.3	35.8	10.9	25.7	31.0	30.6	32.4	24.2	47.1	29.1	33.0

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS
BASED ON WOMEN-SUB-SAMPLE

TABLE 15

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15M & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7M-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	748		748	284	159	316	167	462	118	211	186	81	263
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS													
BREASTS EXAMINED BY DOCTOR	331		331	138	73	120	99	209	23	99	93	33	105
	44.3		44.3	51.3	45.9	38.0	59.3	45.2	19.5	46.9	50.0	40.7	39.9
BREASTS EXAMINED BY SELF	334		334	130	84	118	92	218	24	105	84	36	108
	44.7		44.7	48.3	52.8	37.3	55.1	47.2	20.3	49.8	45.2	44.4	41.1
HAD A PAP TEST	301		301	148	71	82	85	192	24	93	81	32	94
	40.2		40.2	55.0	44.7	25.9	50.9	41.6	20.3	44.1	43.5	39.5	35.7
NONE OF THEM	246		246	61	53	130	36	129	80	60	52	34	94
	32.9		32.9	22.7	33.3	41.1	21.6	27.9	67.8	28.4	28.0	42.0	35.7

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS
BASED ON WOMEN-SUB-SAMPLE

TABLE 16

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM -ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	748	148	84	294	28	167	626	325	70	31	27	173	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS													
BREASTS EXAMINED BY DOCTOR	331	84	45	113	9	66	296	154	49	12	14	67	35
	44.3	56.8	53.6	38.4	32.1	39.5	47.3	47.4	70.0	38.7	51.9	38.7	28.7
BREASTS EXAMINED BY SELF	334	90	33	134	2	62	291	154	34	16	11	76	43
	44.7	60.8	39.3	45.6	7.1	37.1	46.5	47.4	48.6	51.6	40.7	43.9	35.2
HAD A PAP TEST	301	83	43	107	5	54	276	152	46	8	10	60	25
	40.2	56.1	51.2	36.4	17.9	32.3	44.1	46.8	65.7	25.8	37.0	34.7	20.5
NONE OF THEM	246	37	25	89	19	69	191	88	12	6	12	73	55
	32.9	25.0	29.8	30.3	67.9	41.3	30.5	27.1	17.1	19.4	44.4	42.2	45.1

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS
BASED ON PARENTS-SUB-SAMPLE

TABLE 17

	ALL ADULTS	SEX		AGE			EDUCATION			FAMILY INCOME			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL	GRADE SCHOOL	$15M & OVER	$10M-$14999	$7M-$9999	UNDER $7000
WEIGHTED BASE	738	341	397	343	260	134	165	464	108	257	227	86	164
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS													
HAD CHILD'S EYES EXAMINED	244	97	147	109	100	34	65	145	34	89	88	19	48
	33.1	28.4	37.0	31.8	38.5	25.4	39.4	31.5	31.5	34.6	38.8	22.1	29.3
HAD CHILD'S HEARING CHECKED	186	56	130	92	67	27	45	115	26	56	64	24	42
	25.2	16.4	32.7	26.8	25.8	20.1	27.3	24.8	24.1	21.8	28.2	27.9	25.6
NONE	487	243	224	223	151	93	92	304	70	160	130	62	111
	65.3	71.3	56.4	65.0	58.1	69.4	55.8	65.5	64.8	62.3	57.3	72.1	67.7

STEPS TAKEN EFFECTING HEALTH IN THE PAST SIX MONTHS
BASED ON PARENTS-SUB-SAMPLE

TABLE 18

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARM -ERS	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	798	164	71	384	21	73	618	340	79	32	31	136	120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PAST SIX MONTHS													
HAD CHILD'S EYES EXAMINED	244	61	27	122	4	18	203	119	22	9	13	40	41
	30.1	37.2	38.0	31.8	19.0	24.7	32.8	35.0	27.8	28.1	41.9	29.4	34.2
HAD CHILD'S HEARING CHECKED	186	41	22	94		22	148	93	12	3	3	37	38
	23.2	25.0	31.0	24.5		30.1	23.9	27.4	15.2	9.4	9.7	27.2	31.7
NONE	467	95	40	253	17	50	392	206	55	23	18	90	75
	63.3	57.9	56.3	65.9	81.0	68.5	63.4	60.6	69.6	71.9	58.1	66.2	62.5

TECHNICAL APPENDIX

SAMPLE COMPOSITION

	Total Sample %
All Adults	100.0
Sex	
Male	47.8
Female	52.2
	100.0
Age	
18 - 34 years	36.5
35 - 49 years	24.2
50 years and older	39.0
Undesignated	0.3
	100.0
Education	
College	25.0
High School	55.2
Grade School	19.7
Undesignated	0.1
	100.0
Annual Family Income	
$15,000 and over	31.8
$10,000 - $14,999	23.8
$5,000 - $9,999	23.1
Under $5,000	20.3
Undesignated	1.0
	100.0
Size of Community	
1,000,000 and over, including urban fringe	18.2
250,000 - 999,999, including urban fringe	20.3
50,000 - 249,999 including urban fringe	17.4
2,500 - 49,999	17.2
Under 2,500	26.9
	100.0
Race	
White	82.5
Black	15.2
Other	2.3
	100.0

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	Total Sample %
Occupation of Chief Wage Earner	
Professional & Business: Professional technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	19.6
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	9.9
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	42.6
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.8
Non-labor Force	20.8
Undesignated	4.3
	100.0
Region of the Country	
East: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	27.4
Midwest: Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	28.2
South: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	27.5
West: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	16.9
	100.0

-N O T E-

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the Technical Appendix.

THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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* Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

NUMBER OF INTERVIEWS

	All Adults		Women		Parents	
	Total Sample	Sub Sample	Total Sample	Sub Sample	Total Sample	Sub Sample
All	1599	814	799	412	803	411
Sex						
Male	800	402	—	---	365	189
Female	799	412	799	412	438	222
Age						
18 - 34 years	571	275	289	141	386	193
35 - 49 years	374	186	198	96	290	146
50 years and older	645	346	306	171	125	71
Education						
College	480	237	217	111	230	109
High School	897	459	493	260	506	261
Grade School	218	116	87	40	65	40
Family Income						
$15,000 and over	547	278	249	131	313	159
$10,000 - $14,999	388	202	198	101	234	120
$7,000 - $9,999	193	103	90	43	85	47
Under $7,000	458	223	255	134	166	83
Occupation of Head of Household						
Professional and Business	354	171	179	90	198	98
Clerical and Sales	165	87	84	49	90	46
Manual	649	334	318	157	400	207
Farmer	38	22	21	14	21	10
Non-Labor Force	327	172	165	86	55	33
FM Reception						
In Signal Area Reception	1352	687	674	345	678	346
Good	679	371	328	188	362	199
Fair	173	81	85	41	96	44
Poor	87	36	38	14	41	15
None	79	38	37	15	33	18
Don't Know	334	161	186	87	146	70
Not in Signal Area	247	127	125	67	125	65

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance For Sampling Error of a Percentage

In Percentage Points (at 95 in 100 confidence level)*

	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

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in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points (at 95 in 100 confidence level)*

TABLE A	Percentages near 20 or percentages near 80			
Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B	Percentages near 50			
Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

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Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

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THE QUESTIONNAIRE

And now on another topic.....

ASK EVERYONE

4. (HAND RESPONDENT CARD C) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

5. (HAND RESPONDENT CARD C) During the past two or three weeks, that is, since the beginning of April, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 4 Heard of	Q. 5 Seen
Tony Orlando & Dawn	1( )	1( )
Little House on the Prairie	2( )	2( )
That's My Mama	3( )	3( )
Feeling Good	4( )	4( )
Kojak	5( )	5( )
Masterpiece Theater	6( )	6( )
None of the above	V( )	V( )

ASK Q. 6 IF FEELING GOOD "SEEN" IN Q. 5.

6. (HAND RESPONDENT CARD D) Did you happen to see any of these "Feeling Good" shows?

1( )"Am I My Fathers Keeper" - April 2

2( )"A Little Pick Me Up" - April 9

3( )"Coming Back" - April 16

0( )None

V( )Don't Know

ASK Q. 7 IF AT LEAST ONE SHOW SEEN IN Q. 6.

7. (HAND RESPONDENT CARD E) Which, if any, of these items interested you in, or attracted you to, watching "Feeling Good" since the beginning of April? Just read off the letters. (MULTIPLE RESPONSES)

1( )A General interest
2( )B Specific topic
3( )C Curiosity
4( )D Earlier shows
5( )E Dick Cavett
6( )F Guest stars
7( )G Watched channel
8( )H Nothing else liked

1( )I Ad newspaper
2( )J Ad TV
3( )K Ad on radio
4( )L Ad TV guide
5( )M Listing TV guide
6( )N Listing newspaper
7( )O Favorable review
8( )P Friends or relatives
X( )Other: specify_____

_____

V( )Don't remember

8. (HAND RESPONDENT CARD F) Just thinking of the past two months, that is, since the middle of February, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)

	Q. 8 Done in Past 2 Mo.
A. Article/Pamphlet about health	1( )
B. Blood pressure checked	2( )
C. Eyes examined	3( )
D. Reg. physical exam.	4( )
E. Hearing checked	5( )
F. Cut down eggs, meat, etc.	6( )
G. Started diet lose weight	7( )
H. Increased reg. exercise	8( )
I. Effort to quit smoking	9( )
J. Smoked cigarettes	0( )
FOR WOMEN ONLY	
K. Breast exam, by doctor	1( )
L. Examined own breasts	2( )
M. Had a Pap test	3( )
FOR PARENTS ONLY	
N. Had children's eyes examined	4( )
O. Had children's hearing examined	5( )
P. Have no children	6( )

9. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD G) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

1( )No PBS station in area

2( )PBS station, but can't get it

3( )Poor reception

4( )Fair reception

5( )Good reception

V( )Don't Know

ASK EVERYONE

8a. (HAND RESPONDENT CARD F) Thinking back over the past six months, that is, since about the middle of October, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES -RECORD BELOW)

b. Which have you done in the past two months, that is, since the middle of February? Just read off the letters. (MULTIPLE RESPONSE - RECORD BELOW)

	Q. 8a. Done in Past 6 Mo.	Q. 8b. Done in Past 2 Mo.
A. Article/Pamphlet about health	1( )	1( )
B. Blood pressure checked	2( )	2( )
C. Eyes examined	3( )	3( )
D. Reg. physical exam.	4( )	4( )
E. Hearing checked	5( )	5( )
F. Cut down eggs, meat, etc.	6( )	6( )
G. Started diet lose weight	7( )	7( )
H. Increased reg. exercise	8( )	8( )
I. Effort to quit smoking	9( )	9( )
J. Smoked cigarettes	0( )	0( )
FOR WOMEN ONLY		
K. Breast exam, by doctor	1( )	1( )
L. Examined own breasts	2( )	2( )
M. Had a Pap test	3( )	3( )
FOR PARENTS ONLY		
N. Had children's eyes examined	4( )	4( )
O. Had children's hearing examined	5( )	5( )
P. Have no children	6( )	6( )

9. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD G) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

1( )No PBS station in area

2( )PBS station, but can't get it

3( )Poor reception

4( )Fair reception

5( )Good reception

V( )Don't Know

Q. 4 & 5

35

928-K

CARD C

Tony Orlando & Dawn

Little House on the Prairie

That's My Mama

Feeling Good

Kojak

Masterpiece Theater

Q. 9

CARD G

928-K

No PBS station in area

PBS station, but can't get it

Poor reception

Fair reception

Good reception

Q. 6

928-K

CARD D

Wednesday April 2 - (or during following week)

"Am I My Father's Keeper?"

TOPIC: How to care for the aging.

Nursing homes vs. family care.

SPECIAL FEATURES:

- Dick Cavett interviews Maggie Kuhn, founder of the Grey Panthers.
- Family takes care of their aging grandfather, a retired mine worker.

Wednesday April 9 - (or during following week)

"A Little Pick Me Up"

TOPIC: Alcoholism and its treatment.

SPECIAL FEATURES:

- Estelle Parsons plays a housewife who drinks her way through the day.
- Group therapy sessions at a treatment center on Long Island.

Wednesday April 16 - (or during following week)

"Coming Back"

TOPIC: Heart attacks and their treatment.

SPECIAL FEATURES:

- Pearl Bailey sings "I'm Coming Back Into the World" and talks about her two heart attacks.
- Interviews with a sheet metal worker who suffered a heart attack, and with his family.
- Women whose husbands have had heart attacks talk about their experience.

Q. 7 928-K

CARD E

A. General interest in health

B. Interested in specific topic

C. Curiosity about changes made in show

D. Liked earlier shows

E. Dick Cavett is the host

F. Special guest stars

G. Its on a channel I watch often

H. Nothing else on at the time that interested me

I. Advertisement in newspaper

J. Advertisement on television

K. Advertisement on radio

L. Advertisement in TV Guide

M. Listing in TV Guide

N. Listing in newspaper

O. Heard or read favorable reviews

P. Comments by friends or relatives

Q. 8 928-k

CARD F

A. Looked at an article or pamphlet about health.

B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.

C. Had eyes examined by a doctor.

D. Gone to a doctor or clinic for a regular physical examination, even though nothing was bothering you.

E. Had your hearing checked by a doctor.

F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.

G. Started a diet in order to lose weight.

H. Increased the amount of regular exercise that you do.

I. Made a special effort to quit smoking.

J. Smoked cigarettes

FOR WOMEN ONLY

K. Had a breast examination by a doctor

L. Examined your own breasts for lumps.

M. Had a Pap test.

FOR PARENTS ONLY

N. Had your children's eyes examined by a doctor.

O. Had your children's hearing checked by a doctor.

P. Have no children

THE NATIONAL AUDIENCE
FOR "FEELING GOOD"
SURVEY FOUR

July 8, 1975

Conducted for:

CHILDREN'S TELEVISION WORKSHOP

THE GALLUP ORGANIZATION, INC.
53 BANK STREET
PRINCETON, NEW JERSEY

TABLE OF CONTENTS

		Page
INTRODUCTION		1
SUMMARY		3
Trend In Awareness Of The TV Show "Feeling Good"		4
Trend In Recent Viewing Of "Feeling Good"		7
Reported Viewing Of Specific "Feeling Good" Shows		9
PBS Signal Reception		12
Health Care Habits		13
Trend In Health Steps Taken By All Adults		15
Variations Between Demographic Segments In The Incidence Of Health Steps Taken In The Past Two Months		17
DETAILED TABLES		19
	Table	
Aided Awareness Of Selected TV Programs	1	
Claimed Program Viewership	1	
Viewership Of Specific "Feeling Good" Shows	3	
PBS Signal Reception	3	
Steps Taken Affecting Health In the Past 2 Months - (Based On All Adults)	5	
Steps Taken Affecting Health In The Past 6 Months - (Based On All Adults)	9	
Steps Taken Affecting Health In The Past 2 Months - (Based On All Women)	11	
Steps Taken Affecting Health In The Past 6 Months - (Based On All Women)	15	
Steps Taken Affecting Health In The Past 2 Months - (Based On All Parents)	17	
Steps Taken Affecting Health In The Past 6 Months - (Based On All Parents)	21	

(continued)

	Page
TECHNICAL APPENDIX	20
Sample Composition	21
The Design Of The Sample	23
Number Of Interviews	25
Sampling Tolerances	26
The Questionnaire and Hand Out Cards	29

GO 7577T

INTRODUCTION

This is a report on the fourth and final survey in a series of national surveys related to the program "Feeling Good". The first survey was conducted in December 1974 and the second in February 1975. Following the second survey "Feeling Good" was discontinued for a period of two months. Beginning in April, "Feeling Good" was reintroduced in a new half hour format. The third survey was conducted shortly after the new format was introduced and the current survey two months after its introduction. In evaluating the trend data, the two month period in which "Feeling Good" was not televised should be kept in mind, as well as the change in format.

The objectives of this survey are to provide information on the trend in public awareness and viewing of the TV show "Feeling Good" and on the public's health care practices. The specific objectives of this survey were to:

1. Measure the trend in awareness of the show "Feeling Good".
2. Measure the trend in the incidence of ever having seen "Feeling Good" and viewership of specific "Feeling Good" segments.
3. Determine the reasons for viewing recent "Feeling Good" shows among recent viewers of "Feeling Good".
4. Measure the trend in the incidence of recent preventive health care practices among various demographic groups.

The questions were developed by The Gallup Organization, Inc. in consultation with Children's Television Workshop. Several of the questions were asked on the three earlier surveys, including the basic awareness and viewing questions.

Interviews were completed with a national sample of 1626 adult men and women 18 years and older. Interviewing was conducted during the period of

May 30, 1975 - June 1, 1975.

A description of the design of the sample, the composition of the obtained sample, tables of recommended sampling tolerances and a copy of the questionnaire may be found in the Technical Appendix.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews" that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "weighted base" that appears in the detailed tables.

The Gallup Organization, Inc.

SUMMARY

TREND IN AWARENESS OF THE TV SHOW "FEELING GOOD"

One third of all adults (33%) are now aware of "Feeling Good". This represents no change since April 1975. It does, however, represent an increase over the 22% of all adults who were aware of "Feeling Good" in the first two surveys.

Benchmark comparisons were obtained for five other shows -- Kojak (a top rated holdover from the 1973 - 74 season), Little House on the Prairie, That's My Mama, and Tony Orlando and Dawn (three new network shows appearing in the Wednesday evening time slot for Feeling Good), and Masterpiece Theater (a successful adult PBS show).

As in the earlier surveys, Kojak (91%) is the top scoring show and is followed by the three other commerical TV shows. Masterpiece Theater received an awareness score of 52%.

	Heard of Each TV Show All Adults			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
Trend in Awareness	%	%	%	%
Kojak	86	88	90	91
Little House on the Prairie	78	82	83	85
That's My Mama	71	77	81	79
Tony Orlando and Dawn	61	77	83	83
Masterpiece Theater	48	43	52	52
Feeling Good	22	22	36	33
None of the Shows	5	3	3	2
Couldn't say	1	-	-	*

*Less than one percent

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Awareness of "Feeling Good" varies by age, education, income, and by whether one lives within a PBS signal area or not.

Awareness does not vary by sex or between white collar and blue collar households.

Awareness of "Feeling Good" tends to be "unscale". That is, awareness is to at least some extent positively related to education and income. Also, awareness is higher among persons 18 - 34 years than among older persons. Awareness is also relatively high among persons who have good or fair PBS reception and low among those who live outside the signal area of a PBS station.

	Proportion of All Adults Aware of "Feeling Good"			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
All Adults	22	22	36	33
Sex				
Male	22	21	36	33
Female	22	23	35	32
Age				
18 - 34	27	26	40	40
35 - 49	21	20	35	35
50 years or older	18	18	32	24
Education				
College	27	29	40	41
High School	22	21	39	33
Grade School	14	14	21	21
Family Income				
$15,000 or more	25	25	44	35
$10,000 - $14,999	23	24	34	35
$7,000 - $9,999	19	19	28	40
Under $7,000	19	19	32	25

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	Proportion of All Adults Aware of "Feeling Good"			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
Occupation of Chief Wage Earner				
Professional or Business	25	28	43	37
Clerical or Sales	25	31	35	38
Manual	23	19	35	35
Farmer	12	6	24	19
Non Labor Force	17	17	27	23
PBS Signal Reception				
Live in Signal Area	23	23	38	34
Quality of Reception				
Good	30	32	43	41
Fair	26	20	40	38
Poor	28	20	30	35
None	16	14	40	29
Don't Know	13	13	29	24
Not in Signal Area	14	16	23	21

TREND IN RECENT VIEWING OF "FEELING GOOD"

The proportion of all adults who report having seen "Feeling Good" has remained essentially unchanged since it was first measured. The current survey does not reflect the slight tendency, evident in the last survey, for a larger proportion of men than of women to report having seen "Feeling Good".

Therefore, the claimed audience for "Feeling Good" has remained unchanged since it was first measured in December 1974. There is little variation by demographic background. This suggests that the relatively high awareness of "Feeling Good" among the young, well educated, and higher socio-economic strata reflects the fact that these demographic segments tend to be well informed in general rather than being an indicator of greater interest in the show. Also, it appears that interest in "Feeling Good" is likely to be related to attitudes that are not specific to any one segment of the national adult population.

	Proportion of All Adults Who Reported Viewing "Feeling Good"			
	Dec. 1974	Feb. 1975	April 1975	May/ June 1975
	%	%	%	%
All Adults	7	7	9	8
Sex				
Male	7	6	12	8
Female	7	8	7	9
Age				
18 - 34	9	7	9	9
35 - 49	6	6	11	11
50 years and older	5	7	8	6

(continued)

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	Proportion of All Adults Who Reported Viewing "Feeling Good"			
	Dec. 1974	Feb. 1975	April 1975	May/ June 1975
	%	%	%	%
Education				
College	8	8	9	9
High School	7	6	10	9
Grade School	6	8	7	6
Family Income				
$15,000 or more	6	6	11	7
$10,000 - $14,999	6	8	9	9
$7,000 - $9,999	9	8	8	13
Under $7,000	8	8	9	8
Occupation of Chief Wage Earner				
Professional or Business	8	9	4	7
Clerical or Sales	5	8	4	5
Manual	7	5	11	11
Farmer	3	2	6	5
Non-Labor Force	8	8	5	7
PBS Signal Reception				
Live in Signal Area	8	8	10	9
Quality of Reception				
Good	9	11	10	8
Fair	10	5	7	10
Poor	7	6	13	13
None	8	4	9	11
Don't Know	6	6	9	9
Not in Signal Area	4	4	6	5

REPORTED VIEWING OF SPECIFIC "FEELING GOOD" SHOWS

The proportion of all adults who report having seen each week's show has remained unchanged since December 1974.

In the current survey, adults who reported ever having watched "Feeling Good" were asked which, if any, of six recent "Feeling Good" shows they had watched. Eight percent of all adults reported ever having watched "Feeling Good", and five percent reported having seen at least one of the three shows tested.

The audience size for each of the new format shows is about the same as for each of the old format shows. Each of the new format shows was watched by one or two percent of all adults.

While the difference is too small to be of statistical significance, there does appear to be some tendency for the late spring shows to have a smaller audience than the earlier shows. To the extent that this is a real change, and not merely the result of sampling fluctuation, this is likely to be reflective of seasonal changes in the size of the audience for television.

There are no significant differences by background characteristics in the proportion who saw each show.

	All Adults
	%
Saw at least one of two "Feeling Good" shows; Dec. 1974	4
Saw at least one of nine "Feeling Good" shows; Feb. 1975	6
Saw at least one of three "Feeling Good" shows; April 1975	4
Saw at least one of six "Feeling Good" shows; May/June 1975	5

(continued)

(continued)

	All Adults
	%
Shows Seen	
Week of Nov. 20, 1974	3
Week of Nov. 27, 1974	2
Week of Dec. 4, 1974	3
Week of Dec. 11, 1974	2
Week of Dec. 18, 1974	1
Week of Dec. 25, 1974	2
Week of Jan. 1, 1975	2
Week of Jan. 8, 1975	2
Week of Jan. 15, 1975	1
Week of Jan. 22, 1975	2
Week of Jan. 29, 1975	2
("Feeling Good" not telecast in February and March)	
Week of April 2, 1975	2
Week of April 9, 1975	2
Week of April 16, 1975	2
Week of April 23, 1975	1
Week of April 30, 1975	2
Week of May 7, 1975	2
Week of May 14, 1975	1
Week of May 21, 1975	1
Week of May 28, 1975	1

In each interviewing wave, a minority of those aware of "Feeling Good" report having seen at least one show. In the current survey, as in the April survey, the substantial increase in awareness over the two earlier surveys, is reflected only in the "aware, but saw no shows". Thus, the substantial increase in the proportion of all adults who are aware of "Feeling Good" registered in

the last two surveys is not reflected in an increased audience size.

	All Adults			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
Saw at least one show	4	6	4	5
Aware, but saw no shows	13	11	31	24
Aware, don't know if saw any show	5	5	1	4
Total aware	22	22	36	33

While in the first two surveys there was a slight tendency for those with "good reception" to be more likely to have seen at least one show, this is not the case in the current survey. Overall, therefore the quality of PBS reception is not a consistent factor in whether one watches "Feeling Good". In fact, it may be that much of the "Feeling Good" audience this spring lives in fringe signal areas, that is, suburban areas.

	Saw at Least One "Feeling Good" Show			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
Quality of PBS Signal Reception				
All who receive signal	4	7	5	5
Good reception	6	10	5	4
Fair reception	4	6	2	7
Poor reception	2	5	9	9

PBS SIGNAL RECEPTION

If knowledge of the quality of a PBS station signal can be taken as an indicator of viewing that station, a program available only on PBS has little chance of reaching more than about half the national adult audience.

A severe limitation on audience size, measured in each survey, is the fact that just about four out of ten adults report receiving a good signal from the PBS station in their area. One sixth report receiving a fair or poor signal.

About one fourth don't know what quality reception they receive, in all likelihood because they have never attempted to view their local PBS station. A small minority say they cannot receive the signal even though they live within the signal area, presumably because they do not own a TV set with UHF reception.

	All Adults			
	Dec. 1974	Feb. 1975	April 1975	May/June 1975
	%	%	%	%
PBS Station in Area	83	87	84	88
Can't receive signal	9	7	5	6
Poor reception	6	8	5	7
Fair reception	8	10	11	10
Good reception	38	36	40	40
Don't Know	22	26	23	25
No PBS Station in Area	17	13	16	12
	100	100	100	100

HEALTH CARE HABITS

Respondents were asked which, if any, of nine health related actions they had taken in "the past two months". Of the nine health steps, six were repeated from each of the earlier surveys and three were first asked about on the April survey. In addition, women were asked about three actions. These were repeated from all the earlier surveys. Parents were asked about two actions both of which were repeated from the April survey.

In the current survey, as in the April survey, an investigation was made into the extent to which a "memory factor" serves to inflate the proportion of respondents who report having taken a particular health step within "the past two months". For example, are there people who had their blood pressure checked three months ago who reported having it checked within the past two months?

To answer this question a split sample design was used. Half of the respondents were first asked about which health steps they had taken within "the past six months" and then about "the past two months". The other half of the respondents were asked only about the past two months, thus preserving the trend data.

The following table summarizes the differences between the two groups in the current and in the April surveys. There is a sizable and systematic difference between the two sub-samples that indicates over-reporting for a two month period when respondents were not first asked about the past six months. The responses of those who were first asked about the six month period, provide a good estimate of the proportion of all adults who actually took each health step within the past two months.

This analysis also shows that there is virtually no difference between the

current and April surveys in the proportion saying they took each health step, regardless of which questioning method was used.

Health Steps Taken In Past Two Months	Asked About Past Two Months Only		First Asked About Past Six Months	
	April	May/ June	April	May/ June
	%	%	%	%
	BASED ON ALL ADULTS			
Read article about health	53	55	32	35
Had blood pressure checked	50	46	32	32
Had physical examination	31	32	18	21
Cut down on eggs, meat, butter, or milk	28	29	17	19
Dieted to lose weight	27	32	18	20
Increased regular exercise	33	36	21	23
Had eye examination	22	24	10	12
Had hearing examination	14	13	6	6
Made effort to quit smoking	12	12	8	7
	BASED ON WOMEN			
Breast self-examination	40	46	29	36
Breast examination by doctor	33	32	19	20
Pap test	28	30	12	16
	BASED ON PARENTS			
Had child's eyes examined	22	23	15	17
Had child's hearing checked	20	18	11	13

TREND IN HEALTH STEPS TAKEN BY ALL ADULTS

The following table measures the trend from the earlier surveys in the proportion of all adults who report having taken each of the health steps in the "past two months". For trend purposes, the figures reported for the current survey are based on the sub-sample that was asked only about the past two months, since this is the version that was asked in the earlier surveys.

While the exact proportion of all adults who report having taken each of the six health steps asked about in each survey vary somewhat, the rank order of mention remains essentially the same. In the current survey versus the December survey, there are slight increases in the proportion of all adults who report having "increased their regular exercise" and "dieted to lose weight". These increases are probably due to the seasonal factors.

The three items first asked about on the April survey - "had an eye examination", "had a hearing examination" and "made an effort to quit smoking" - were again mentioned by relatively small proportions of all adults.

	All Adults			
	Dec. 1974	Feb. 1975	April 1975*	May/June 1975*
	%	%	%	%
Read article about health	54	46	53	55
Had blood pressure checked	44	42	50	46
Had more fresh fruit	38	36	NA	NA
Had physical examination	34	28	31	32
Cut down on eggs, meat, butter or milk	30	26	28	29
Dieted to lose weight	28	24	27	32
Increased regular exercise	27	25	33	36
Had dental check up	24	22	NA	NA
Had eye examination	NA	NA	22	24
Had hearing examination	NA	NA	14	13
Self-quiz on drinking	9	7	NA	NA
Made effort to quit smoking	NA	NA	12	12

NA = Not Asked

*Based on the sub-sample which was asked only about the "past two months"

Trend in Health Steps Taken by Women

The proportion of women who report having examined their own breasts has increased slightly since the February and April surveys. The proportion is, however, lower than that reported in December. The relatively large proportion of women who reported examining their own breasts in the December survey was undoubtedly due to the publicity given in the fall to Mrs. Ford's and Mrs. Rockefeller's surgery for breast cancer.

	Among Women			
	Dec. 1974	Feb. 1975	April 1975*	May/June 1975*
	%	%	%	%
Breast self-examination	51	38	40	46
Breast examination by doctor	32	26	33	32
Pap test	32	26	28	30

*Based on women who were asked only about the "past two months"

Health Steps Taken by Parents

In the current survey, as in the April survey, relatively small proportions of parents report having had their children's eyes or hearing examined within the past two months.

	Among Parents			
	Dec. 1974	Feb. 1975	April 1975*	May/June 1975*
	%	%	%	%
Cut down on children's snacks	50	41	NA	NA
Took pre-schoolers for shots	23	15	NA	NA
Had child's eyes examined	NA	NA	22	23
Had child's hearing checked	NA	NA	20	18

*Based on parents who were asked only about the "past two months"
NA = Not Asked

VARIATIONS BETWEEN DEMOGRAPHIC SEGMENTS IN THE INCIDENCE OF HEALTH STEPS TAKEN IN THE PAST TWO MONTHS

The following analysis about health steps taken in the past two months is based on the combined responses of those persons who in the April survey and in the current survey were first asked which of the nine health steps they had taken in the past six months and then about the past two months. The two sub-samples have been combined to provide an adequate sample base for each demographic segment. Their responses to the later question about health steps taken in the past two months is the best available estimate of their actual health care behavior.

Women are more actively health conscious than men. Women are more likely than men to have taken four of the nine health steps tested, namely, "dieted to lose weight", "had their blood pressure checked", "read an article about health" and to have "cut down on eggs, meat, butter or milk". On the other hand, men are slightly more likely to have "made an effort to quit smoking".

	May/June 1975*	
	Men	Women
	%	%
Read article about health	32	38
Had blood pressure checked	29	36
Increased regular exercise	21	24
Started diet to lose weight	14	25
Had physical examination	19	21
Cut down on eggs, meat, butter or milk	16	20
Had eye examination	13	10
Had hearing examination	7	5
Made effort to quit smoking	10	6

*Based on the combined sub-samples that were first asked about the past six months.

Young persons are more likely than older persons to have increased regular exercise and older persons are the more likely to have had their blood pressure checked.

	May/June 1975*		
	AGE		
	18-34 yrs.	35-49 yrs.	50 yrs. +
	%	%	%
Read article about health	38	34	33
Had blood pressure checked	28	29	37
Increased regular exercise	33	21	14
Started diet to lose weight	20	22	17
Had physical examination	20	19	20
Cut down on eggs, meat, butter or milk	17	16	20
Had eye examination	11	13	10
Had hearing examination	5	6	7
Made effort to quit smoking	10	7	5

College educated persons are considerably more likely than those with less education to have read an article about health and to have increased their regular exercise. Also, the college educated are somewhat more likely than those with less education to have cut down on eggs, meat, butter or milk or to have started a diet to lose weight.

	May/June 1975*		
	EDUCATION		
	College	High School	Grade School
	%	%	%
Read article about health	52	32	21
Had blood pressure checked	30	32	34
Increased regular exercise	34	22	8
Started diet to lose weight	25	20	12
Had physical examination	20	19	19
Cut down on eggs, meat, butter or milk	24	16	17
Had eye examination	13	11	10
Had hearing examination	8	5	6
Made effort to quit smoking	7	7	9

*Based on the combined sub-samples that were first asked about the past six months.

DETAILED TABLES

AIDED AWARENESS OF SELECTED TV PROGRAMS
CLAIMED PROGRAM VIEWERSHIP

TABLE 1

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2818	1347	1471	1037	684	1087	714	1576	521	887	676	342	884
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED AWARENESS													
TONY ORLANDO & DAWN	2349	1096	1253	966	576	798	612	1401	329	764	619	276	644
	83.4	81.4	85.2	93.2	84.2	73.4	85.7	88.9	63.1	86.1	91.6	80.7	74.5
LITTLE HOUSE ON THE PRAIRIE	2390	1121	1269	943	575	864	639	1365	382	803	592	284	674
	84.8	83.2	86.3	90.9	84.1	79.5	89.5	86.6	73.3	90.5	87.6	83.0	78.0
THAT'S MY MAMA	2221	996	1224	932	532	746	559	1298	359	691	575	279	641
	78.8	73.9	83.2	89.9	77.8	68.6	78.3	82.4	68.9	77.9	85.1	81.6	74.2
FEELING GOOD	924	446	478	415	238	266	293	521	108	314	237	135	217
	32.8	33.1	32.5	40.0	34.8	24.5	41.0	33.1	20.7	35.4	35.1	39.5	25.1
KOJAK	2592	1227	1325	1008	638	897	677	1483	385	863	648	290	721
	90.6	91.1	90.1	97.2	93.3	82.5	94.8	94.1	73.9	97.3	95.1	84.8	83.4
MASTERPIECE THEATER	1458	635	823	607	356	489	487	832	135	530	371	165	367
	51.7	47.1	55.9	58.5	52.0	45.0	68.2	52.8	25.9	59.8	54.9	48.2	42.5
NONE OF THE ABOVE	61	39	22	9	14	38	12	14	35	7	6	9	38
	2.2	2.9	1.5	.9	2.0	3.5	1.7	.9	6.7	.8	.9	2.6	4.4
DON'T KNOW	6		6	4		2		2	4			2	4
	.2		.4	.4		.2		.1	.8			.6	.5
CLAIMED PROGRAM VIEWERSHIP													
TONY ORLANDO & DAWN	1494	665	829	620	373	495	349	946	195	466	422	174	408
	53.0	49.4	56.4	59.8	54.5	45.5	48.9	60.0	37.4	52.5	62.4	50.9	47.2
LITTLE HOUSE ON THE PRAIRIE	1461	630	831	518	378	561	291	895	273	431	359	192	459
	51.8	46.8	56.5	50.0	55.3	51.6	40.8	56.8	52.4	48.6	53.1	56.1	53.1
THAT'S MY MAMA	1354	613	741	566	354	429	278	839	235	339	386	182	430
	48.0	45.5	50.4	54.6	51.8	39.5	38.9	53.2	45.1	38.2	57.1	53.2	49.8
FEELING GOOD	218	101	117	92	73	70	63	141	34	62	58	44	68
	8.4	7.5	9.5	8.9	10.7	6.4	8.8	8.9	6.5	7.0	8.6	12.9	7.9
KOJAK	1875	897	978	758	463	649	443	1164	262	582	479	232	558
	66.5	66.6	66.5	73.1	67.7	59.7	62.0	73.9	50.3	65.6	70.9	67.8	64.6
MASTERPIECE THEATER	560	250	310	184	138	235	211	290	57	192	136	78	146
	19.9	18.6	21.1	17.7	20.2	21.6	29.6	18.4	10.9	21.6	20.1	22.8	16.9
NONE OF THE ABOVE	222	126	96	62	66	94	79	83	60	89	40	17	67
	7.9	9.4	6.5	6.0	9.6	8.6	11.1	5.3	11.5	10.0	5.9	5.0	7.8
DON'T KNOW	100	51	49	27	18	54	31	37	32	37	9	18	36
	3.5	3.8	3.3	2.6	2.6	5.0	4.3	2.3	6.1	4.2	1.3	5.3	4.2

AIDED AWARENESS OF SELECTED TV PROGRAMS
CLAIMED PROGRAM VIEWERSHIP

TABLE 2

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2818	535	344	1191	79	537	2466	1117	280	191	169	709	352
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED AWARENESS													
TONY ORLANDO & DAWN	2342	470	316	1014	55	380	2074	1002	263	157	129	523	275
	83.0	87.9	91.9	85.1	69.6	70.8	84.1	89.7	93.9	82.2	76.3	73.8	78.1
LITTLE HOUSE ON THE PRAIRIE	2390	471	285	1019	60	443	2085	999	250	164	137	535	305
	84.8	88.0	82.8	85.6	75.9	82.5	84.5	89.4	89.3	85.9	81.1	75.5	86.6
THAT'S MY MAMA	2220	420	278	975	54	373	1954	916	234	157	131	514	266
	78.8	78.5	80.8	81.9	68.4	69.5	79.2	82.0	84.3	82.2	77.5	72.5	75.6
FEELING GOOD	924	199	129	412	15	125	850	454	106	67	49	174	74
	32.8	37.2	37.5	34.6	19.0	23.3	34.5	40.6	37.9	35.1	29.0	24.5	21.0
KOJAK	2557	516	334	1090	66	427	2239	1060	262	175	148	554	313
	90.6	96.4	97.1	91.5	83.5	79.5	90.8	94.9	93.6	91.6	87.6	83.8	88.9
MASTERPIECE THEATER	1458	345	210	590	24	277	1319	723	171	93	60	272	139
	51.7	64.5	61.0	49.5	30.4	42.3	53.5	64.7	61.1	48.7	35.5	38.4	39.5
NONE OF THE ABOVE	61	6	2	25		26	53	6	3	1	10	33	8
	2.2	1.1	.6	2.1		4.8	2.1	.5	1.1	.5	5.9	4.7	2.3
DON'T KNOW	6		2				2					2	4
	.2		.6				.1					.3	1.1
CLAIMED PROGRAM VIEWERSHIP													
TONY ORLANDO & DAWN	1494	267	212	671	35	228	1311	616	182	94	93	326	183
	53.0	49.9	61.6	56.3	44.3	42.5	53.2	55.1	65.0	49.2	55.0	46.0	52.0
LITTLE HOUSE ON THE PRAIRIE	1461	244	151	664	43	290	1239	585	140	103	97	314	222
	51.8	45.6	43.9	55.8	54.4	54.0	50.2	52.4	50.0	53.9	57.4	44.3	63.1
THAT'S MY MAMA	1354	212	160	630	42	222	1186	514	143	98	81	350	168
	48.0	39.6	46.5	52.9	53.2	41.3	48.1	46.0	51.1	51.3	47.9	49.4	47.7
FEELING GOOD	238	38	17	131	4	38	221	87	28	25	18	63	17
	8.4	7.1	4.9	11.0	5.1	7.1	9.0	7.8	10.0	13.1	10.7	8.9	4.8
KOJAK	1875	331	254	849	44	304	1626	750	211	121	120	424	249
	66.5	61.9	73.8	71.3	55.7	56.6	65.9	67.1	75.4	63.4	71.0	59.8	70.7
MASTERPIECE THEATER	560	129	69	215	9	114	506	289	62	34	30	91	54
	19.9	24.1	20.1	18.1	11.4	21.2	20.5	25.9	22.1	17.8	17.8	12.8	15.3
NONE OF THE ABOVE	222	62	21	82	5	47	206	69	10	13	14	98	18
	7.9	11.6	6.1	6.9	6.3	8.8	8.3	6.2	3.6	6.8	8.3	13.8	5.1
DON'T KNOW	100	26	8	32	3	24	86	40	9	7	6	24	14
	3.5	4.9	2.3	2.7	3.8	4.5	3.5	3.6	3.2	3.7	3.6	3.4	4.0

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS
PBS SIGNAL RECEPTION

TABLE 3

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	2818	1347	1471	1037	684	1087	714	1876	521	887	676	342	864
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	238	101	137	92	73	78	63	161	34	62	58	44	68
TOTAL CLAIMED VIEWERSHIP	8.4	7.5	9.3	8.9	10.7	6.4	8.8	8.9	6.5	7.0	8.6	12.9	7.9
WHEN 'FEELING GOOD' SEEN													
	29	7	22	9	15	5	9	20		6	9	4	10
APRIL 23	1.0	.5	1.5	.9	2.2	.5	1.3	1.3		.7	1.3	1.2	1.2
	62	20	42	18	22	20	23	34	5	20	14	12	15
APRIL 30	2.2	1.5	2.9	1.7	3.2	1.8	3.2	2.2	1.0	2.3	2.1	3.5	1.7
	45	11	34	21	17	7	21	23	1	9	16	6	14
MAY 7	1.6	.8	2.3	2.0	2.5	.6	2.9	1.5	.2	1.0	2.4	1.8	1.6
	39	17	22	16	12	11	14	17	8	6	16	5	12
MAY 14	1.4	1.3	1.5	1.5	1.8	1.0	2.0	1.1	1.5	.7	2.4	1.5	1.4
	31	8	23	10	15	6	12	17	2	6	8	4	12
MAY 21	1.1	.6	1.6	1.0	2.2	.6	1.7	1.1	.4	.7	1.2	1.2	1.4
	22	10	12	11	9	2	4	13	5	6	6	1	8
MAY 28	.8	.7	.8	1.1	1.3	.2	.6	.8	1.0	.7	.9	.3	.9
	109	49	60	36	36	36	22	68	19	32	19	23	30
DON'T KNOW	3.9	3.6	4.1	3.5	5.3	3.3	3.1	4.3	3.6	3.6	2.8	6.7	3.5
	129	52	77	56	37	34	41	73	15	30	39	21	38
NET SAW AT LEAST ON SEGMENT	4.6	3.9	5.2	5.4	5.4	3.1	5.7	4.6	2.9	3.4	5.8	6.1	4.4
PBS SIGNAL RECEPTION													
	352	147	205	124	71	156	41	238	72	75	64	33	176
NO PBS STATION IN AREA	12.5	10.9	13.9	12.0	10.4	14.4	5.7	15.1	13.8	8.5	9.5	9.6	20.4
	169	91	78	65	45	59	37	93	39	37	49	23	57
PBS STATION: NO RECEPTION	6.0	6.8	5.3	6.3	6.6	5.4	5.2	5.9	7.5	4.2	7.2	6.7	6.6
	191	106	85	76	49	65	47	105	39	64	51	29	47
POOR RECEPTION	6.8	7.9	5.8	7.3	7.2	6.0	6.6	6.7	7.5	7.2	7.5	8.5	5.4
	280	134	146	142	60	75	76	168	33	87	75	33	73
FAIR RECEPTION	9.9	9.9	9.9	13.7	8.8	6.9	10.9	10.7	6.3	9.8	11.1	9.6	8.4
	1117	539	578	422	284	407	372	609	136	483	274	124	223
GOOD RECEPTION	39.6	40.0	39.3	40.7	41.8	37.4	52.1	38.6	26.1	54.5	40.5	36.3	25.8
	709	330	379	208	173	325	139	363	202	141	163	100	288
DON'T KNOW	25.2	24.5	25.8	20.1	25.3	29.9	19.5	23.0	38.8	15.9	24.1	29.2	33.3

VIEWERSHIP OF SPECIFIC 'FEELING GOOD' SHOWS
PRS SIGNAL RECEPTION

TABLE 4

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	2818	535	344	1191	79	437	2466	1117	280	191	169	709	352
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL CLAIMED VIEWERSHIP	238	38	17	131	4	38	221	87	28	25	18	63	17
	8.4	7.1	4.9	11.0	5.1	7.1	9.0	7.8	10.0	13.1	10.7	8.9	4.8
WHEN 'FEELING GOOD' SEEN													
APRIL 23	29	4	3	20	1	1	25	9	2		6	8	4
	1.0	.7	.9	1.7	1.3	.2	1.0	.8	.7		3.6	1.1	1.1
APRIL 30	62	10	9	32	3	6	60	23	10	8	7	12	2
	2.2	1.9	2.6	2.7	3.8	1.1	2.4	2.1	3.6	4.2	4.1	1.7	.6
MAY 7	45	18	2	23		2	44	16	4	9	1	14	1
	1.6	3.4	.6	1.9		.4	1.8	1.4	1.4	4.7	.6	2.0	.3
MAY 14	39	7	5	23		1	35	13	7		9	6	4
	1.4	1.3	1.5	1.9		.2	1.4	1.2	2.5		5.3	.8	1.1
MAY 21	31	6	3	18		4	31	12	2	7	3	7	
	1.1	1.1	.9	1.5		.7	1.3	1.1	.7	3.7	1.8	1.0	
MAY 28	22	3	1	16		2	21	9	3		4	5	1
	.8	.6	.3	1.3		.4	.9	.8	1.1		2.4	.7	.3
DON'T KNOW	109	11	6	61		26	100	44	9	7	3	37	9
	3.9	2.1	1.7	5.1		4.8	4.1	3.9	3.2	3.7	1.8	5.2	2.6
NET SAW AT LEAST ON SEGMENT	129	27	11	70	4	12	121	43	19	18	15	26	8
	4.6	5.0	3.2	5.9	5.1	2.2	4.9	3.8	6.8	9.4	8.9	3.7	2.3
PRS SIGNAL RECEPTION													
NO PRS STATION IN AREA	352	32	26	162	22	90							352
	12.5	6.0	7.6	13.6	27.8	16.8							100.0
PRS STATION, NO RECEPTION	169	35	12	77	6	36	169				169		
	6.0	6.5	3.5	6.5	7.6	6.7	6.9				100.0		
POOR RECEPTION	191	41	14	109	2	20	191			191			
	6.8	7.7	4.1	9.2	2.5	3.7	7.7			100.0			
FAIR RECEPTION	280	56	39	133	1	40	280		280				
	9.9	10.5	11.3	11.2	1.3	7.4	11.4		100.0				
GOOD RECEPTION	1117	285	178	421	29	165	1117	1117					
	39.6	53.3	51.7	35.3	36.7	30.7	45.3	100.0					
DON'T KNOW	709	86	75	289	19	186	709					709	
	25.2	16.1	21.8	24.3	24.1	34.6	28.8					100.0	

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL ADULTS ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 5

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10000-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1404	654	750	538	320	542	372	784	244	455	317	171	435
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
READ ARTICLE ABOUT HEALTH	771	299	472	308	179	282	258	430	82	293	176	88	199
	54.9	45.7	62.9	57.2	55.9	52.0	69.4	54.8	33.6	64.4	55.5	51.5	45.7
BLOOD PRESSURE CHECKED	643	267	376	219	129	291	159	364	116	170	150	78	228
	45.8	40.8	50.1	40.7	40.3	53.7	42.7	46.4	47.5	37.4	47.3	45.6	52.4
EYES EXAMINED	330	154	176	112	57	159	86	177	66	96	75	31	124
	23.5	23.5	23.5	20.8	17.8	29.3	23.1	22.6	27.0	21.1	23.7	18.1	28.5
REGULAR PHYSICAL EXAM.	446	182	264	156	84	205	116	235	92	96	124	53	161
	31.8	27.8	35.2	29.0	26.3	37.8	31.2	30.0	37.7	21.1	39.1	31.0	37.0
HEARING CHECKED	184	98	86	48	43	93	44	95	45	58	26	22	55
	13.1	15.0	11.5	8.9	13.4	17.2	11.8	12.1	18.4	12.7	11.4	18.7	12.6
CUT DOWN ON EGGS, MEAT, ETC.	406	166	240	131	76	198	112	225	68	126	98	67	112
	28.9	25.4	32.0	24.3	23.8	36.5	30.1	28.7	27.9	27.7	30.9	39.2	25.7
STARTED DIET LOSE WEIGHT	443	129	314	199	100	143	138	255	48	160	97	67	109
	31.6	19.7	41.9	37.0	31.3	26.4	37.1	32.5	19.7	35.2	30.6	39.2	25.1
INCREASED REGULAR EXERCISE	506	200	306	248	114	143	188	274	43	200	94	78	125
	36.0	30.6	40.8	46.1	35.6	26.4	50.5	34.9	17.6	44.0	29.7	45.6	28.7
EFFORT TO QUIT SMOKING	170	102	68	80	35	55	52	74	43	46	37	17	68
	12.1	15.6	9.1	14.9	10.9	10.1	14.0	9.4	17.6	10.1	11.7	9.9	15.6
SMOKED CIGARETTES	441	251	190	208	114	117	116	263	61	140	116	39	137
	31.4	38.4	25.3	38.7	35.6	21.6	31.2	33.5	25.0	30.8	36.6	22.8	31.5

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL ADULTS - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 6

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1404	275	175	590	44	255	1225	530	155	101	91	348	179
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
READ ARTICLE ABOUT HEALTH	771	192	113	282	23	127	695	365	80	55	46	149	76
	54.9	69.8	64.6	47.8	52.3	49.8	56.7	68.9	51.6	54.5	50.5	42.8	42.5
BLOOD PRESSURE CHECKED	643	112	85	237	25	160	571	256	67	23	40	185	72
	45.8	40.7	48.6	39.3	56.8	62.7	46.6	48.3	43.2	22.8	44.0	53.2	40.2
EYES EXAMINED	330	42	59	126	13	76	306	132	40	17	20	97	24
	23.5	15.3	33.7	21.4	29.5	29.8	25.0	24.9	25.8	16.8	22.0	27.9	13.4
REGULAR PHYSICAL EXAM.	446	73	48	180	19	106	390	151	58	14	23	144	56
	31.8	26.5	27.4	30.5	43.2	41.6	31.8	28.5	37.4	13.9	25.3	41.4	31.3
HEARING CHECKED	184	22	22	89	12	36	166	83	13	6	7	57	18
	13.1	8.0	12.6	15.1	27.3	14.1	13.6	15.7	8.4	5.9	7.7	16.4	10.1
CUT DOWN ON EGGS, MEAT, ETC.	406	81	49	169	13	76	369	162	47	22	37	101	37
	28.9	29.5	28.0	28.6	29.5	29.8	30.1	30.6	30.3	21.8	40.7	29.0	20.7
STARTED DIET LOSE WEIGHT	443	99	81	170	13	64	392	179	56	28	40	89	51
	31.6	36.0	46.3	28.8	29.5	25.1	32.0	33.8	36.1	27.7	44.0	25.6	28.5
INCREASED REGULAR EXERCISE	506	126	90	200	8	61	460	217	69	37	38	99	46
	36.0	45.8	51.4	33.9	18.2	23.9	37.6	40.9	44.5	36.6	41.8	28.4	25.7
EFFORT TO QUIT SMOKING	170	26	33	76	2	28	151	51	28	8	19	45	19
	12.1	9.5	18.9	12.9	4.5	11.0	12.3	9.6	18.1	7.9	20.9	12.9	10.6
SMOKED CIGARETTES	441	73	63	230	8	44	380	136	66	32	32	114	61
	31.4	26.5	36.0	39.0	18.2	17.3	31.0	25.7	42.6	31.7	35.2	32.8	34.1

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL ADULTS - ASKED ABOUT PAST 6 MONTHS

TABLE 7

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10000-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1410	693	717	499	360	545	342	788	277	432	359	167	429
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
READ ARTICLE ABOUT HEALTH	496	215	281	188	117	189	172	247	76	198	129	45	114
	35.2	31.0	39.2	37.7	32.5	34.7	50.3	31.3	27.4	45.8	35.9	26.9	26.6
BLOOD PRESSURE CHECKED	452	190	262	141	111	197	102	241	107	126	122	43	153
	32.1	27.4	36.5	28.3	30.8	36.1	29.9	30.6	38.6	29.2	34.0	25.7	35.7
EYES EXAMINED	172	83	89	59	48	65	43	91	38	59	54	8	46
	12.2	12.0	12.4	11.8	13.3	11.9	12.6	11.5	13.7	13.7	15.0	4.8	10.7
REGULAR PHYSICAL EXAM.	292	124	168	102	65	125	69	157	66	84	65	42	91
	20.7	17.9	23.4	20.4	18.1	22.9	20.2	19.9	23.8	19.4	18.1	25.1	21.2
HEARING CHECKED	88	48	40	28	17	42	25	46	17	24	26	8	29
	6.2	6.9	5.6	5.6	4.7	7.7	7.3	5.8	6.1	5.6	7.2	4.8	6.8
CUT DOWN ON EGGS, FAT, ETC.	264	93	171	96	55	112	77	138	49	82	69	37	70
	18.7	13.4	23.8	19.2	15.3	20.6	22.5	17.5	17.7	19.0	19.2	22.2	16.3
STARTED DIET LOSE WEIGHT	285	99	186	103	81	100	88	152	45	115	84	30	56
	20.2	14.3	25.9	20.6	22.5	18.3	25.7	19.3	16.2	26.6	23.4	18.0	13.1
INCREASED REGULAR EXERCISE	329	152	177	172	79	77	125	173	31	144	80	46	50
	23.3	21.9	24.7	34.5	21.9	14.1	36.5	22.0	11.2	33.3	22.3	27.5	11.7
EFFORT TO QUIT SMOKING	104	58	46	39	25	39	20	54	30	27	26	6	45
	7.4	8.4	6.4	7.8	6.9	7.2	5.8	6.9	10.8	6.3	7.2	3.6	10.5
SMOKED CIGARETTES	384	211	173	151	106	125	105	210	68	134	94	32	117
	27.2	30.4	24.1	30.3	29.4	22.9	30.7	26.6	24.5	31.0	26.2	19.2	27.3

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL ADULTS - ASKED ABOUT PAST 6 MONTHS

TABLE 8

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1410	260	169	597	35	282	1237	587	125	90	74	361	173
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
READ ARTICLE ABOUT HEALTH	496	121	77	188	10	84	448	234	59	30	30	95	48
	35.2	46.5	45.6	31.5	28.6	29.8	36.2	39.9	47.2	33.3	40.5	26.3	27.7
BLOOD PRESSURE CHECKED	452	81	44	184	9	117	395	184	37	25	25	124	57
	32.1	31.2	26.0	30.8	25.7	41.5	31.9	31.3	29.6	27.8	33.8	34.3	32.9
EYES EXAMINED	172	40	8	77		47	156	70	15	11	14	46	16
	12.2	15.4	4.7	12.9		16.7	12.6	11.9	12.0	12.2	18.9	12.7	9.2
REGULAR PHYSICAL EXAM.	292	51	25	125	4	72	254	128	31	7	14	74	38
	20.7	19.6	14.8	20.9	11.4	25.5	20.5	21.8	24.8	7.8	18.9	20.5	22.0
HEARING CHECKED	88	15	7	37		28	76	47	6	2	1	20	12
	6.2	5.8	4.1	6.2		9.9	6.1	8.0	4.8	2.2	1.4	5.5	6.9
CUT DOWN ON EGGS, MEAT, ETC.	264	66	28	91	10	55	236	109	13	22	19	73	28
	18.7	25.4	16.6	15.2	28.6	19.5	19.1	18.6	10.4	24.4	25.7	20.2	16.2
STARTED DIET LOSE WEIGHT	285	78	33	112	2	45	249	139	20	14	13	63	36
	20.2	30.0	19.5	18.8	5.7	16.0	20.1	23.7	16.0	15.6	17.6	17.5	20.8
INCREASED REGULAR EXERCISE	328	93	39	135	6	40	287	163	23	23	18	60	42
	23.3	35.8	23.1	22.6	17.1	14.2	23.2	27.8	18.4	25.6	24.3	16.6	24.3
EFFORT TO QUIT SMOKING	104	14	18	40	3	29	89	50	7	9	3	20	15
	7.4	5.4	10.7	6.7	8.6	10.3	7.2	8.5	5.6	10.0	4.1	5.5	8.7
SMOKED CIGARETTES	394	72	57	184	1	59	339	166	35	24	15	99	45
	27.7	27.7	33.7	30.8	2.9	20.9	27.4	28.3	28.0	26.7	20.3	27.4	26.0

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS
BASED ON ALL ADULTS · ASKED ABOUT PAST 6 MONTHS

TABLE 9

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10000-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	1410	693	717	499	360	548	342	788	277	432	359	167	429
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 6 MONTHS													
READ ARTICLE ABOUT HEALTH	815	351	464	317	213	282	273	444	97	305	229	103	168
	57.8	50.6	64.7	63.5	59.2	51.7	79.8	56.3	35.0	70.6	63.8	61.7	39.2
BLOOD PRESSURE CHECKED	841	340	501	276	210	352	193	474	173	244	229	94	258
	59.6	49.1	69.9	55.3	58.3	64.6	56.4	60.2	62.5	56.5	63.8	56.3	60.1
EYES EXAMINED	432	220	212	133	96	203	102	241	89	153	113	38	123
	30.6	31.7	29.6	26.7	26.7	37.2	29.8	30.6	32.1	35.4	31.5	22.8	28.7
REGULAR PHYSICAL EXAM.	624	243	381	219	146	257	136	345	141	173	160	76	204
	44.3	35.1	53.1	43.9	40.6	47.2	39.8	43.8	50.9	40.0	44.6	45.5	47.6
HEARING CHECKED	291	190	101	81	43	105	62	130	39	67	52	32	73
	16.4	18.8	14.1	16.2	11.9	19.3	18.1	16.5	14.1	15.5	14.5	19.2	17.0
CUT DOWN ON EGGS, MEAT, ETC.	410	165	245	133	88	186	115	211	84	118	104	53	130
	29.1	23.8	34.2	26.7	24.4	34.1	33.6	26.8	30.3	27.3	29.0	31.7	30.3
STARTED DIET LOSE WEIGHT	469	154	309	178	128	155	136	268	58	182	148	39	92
	32.8	22.2	43.1	35.7	35.6	28.4	39.8	34.0	20.9	42.1	41.2	23.4	21.4
INCREASED REGULAR EXERCISE	507	219	288	266	123	115	170	290	46	215	139	62	86
	36.0	31.6	40.2	53.3	34.2	21.1	49.7	36.8	16.6	49.8	38.7	37.1	20.0
EFFORT TO QUIT SMOKING	179	104	75	68	43	68	43	93	43	48	55	21	55
	12.7	15.0	10.5	13.6	11.9	12.5	12.6	11.8	15.5	11.1	15.3	12.6	12.8
SMOKED CIGARETTES	499	269	230	207	132	159	127	288	83	152	136	55	145
	35.4	38.8	32.1	41.5	36.7	29.2	37.1	36.5	30.0	35.2	37.9	32.9	33.8

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS
BASED ON ALL ADULTS ASKED ABOUT PAST 6 MONTHS

TABLE 10

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	1410	260	169	597	35	282	1237	587	125	90	74	361	173
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 6 MONTHS													
READ ARTICLE ABOUT HEALTH	815	204	116	323	16	118	741	398	95	54	34	160	74
	57.8	78.5	68.6	54.1	45.7	41.8	59.9	67.8	76.0	60.0	45.9	44.3	42.8
BLOOD PRESSURE CHECKED	841	152	98	356	14	180	755	350	78	50	39	238	86
	59.6	58.5	58.0	59.6	40.0	63.8	61.0	59.6	62.4	55.6	52.7	65.9	49.7
EYES EXAMINED	432	80	43	194	5	103	400	189	41	35	26	109	32
	30.6	30.8	25.4	32.5	14.3	36.5	32.3	32.2	32.8	38.9	35.1	30.2	18.5
REGULAR PHYSICAL EXAM.	624	109	66	268	12	135	556	270	76	29	30	151	68
	44.3	41.9	39.1	44.9	34.3	47.9	44.9	46.0	60.8	32.2	40.5	41.8	39.3
HEARING CHECKED	231	38	21	100	4	62	211	118	18	12	5	58	20
	16.4	14.6	12.4	16.8	11.4	22.0	17.1	20.1	14.4	13.3	6.8	16.1	11.6
CUT DOWN ON EGGS, MEAT, ETC.	410	92	39	149	15	96	365	170	28	32	24	109	45
	29.1	35.4	23.1	25.0	42.9	34.0	29.5	29.0	22.4	35.6	35.1	30.2	26.0
STARTED DIET LOSE WEIGHT	463	116	64	196	6	59	405	213	44	41	23	84	58
	32.8	44.6	37.9	32.8	17.1	20.9	32.7	36.3	35.2	45.6	31.1	23.3	33.5
INCREASED REGULAR EXERCISE	507	130	58	232	7	53	448	231	49	34	29	105	59
	36.0	50.0	34.3	38.9	20.0	18.8	36.2	39.4	39.2	37.8	39.2	29.1	34.1
EFFORT TO QUIT SMOKING	179	35	19	80	3	38	159	82	18	7	4	48	20
	12.7	13.5	11.2	13.4	8.6	13.5	12.9	14.0	14.4	7.8	5.4	13.3	11.6
SMOKED CIGARETTES	499	87	66	251	2	73	448	196	42	52	19	139	51
	35.4	33.5	39.1	42.0	5.7	26.6	36.2	33.4	33.6	57.8	25.7	38.5	29.5

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL WOMEN - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 11

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10000-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	750		750	299	167	280	177	440	130	208	172	90	258
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
BREAST EXAM. BY DOCTOR	244		244	103	45	95	57	162	23	53	65	21	93
	32.5		32.5	34.4	26.9	33.9	32.2	36.8	17.7	25.5	37.8	23.3	36.0
EXAMINED OUR BREASTS	346		346	147	69	127	81	220	44	34	99	43	108
	46.1		46.1	49.2	41.3	45.4	45.8	50.0	33.8	40.4	57.6	47.8	41.9
HAD A PAP TEST	227		227	104	38	84	59	138	29	55	41	24	77
	30.3		30.3	34.8	22.8	30.0	33.3	31.4	22.3	26.4	35.5	26.7	29.8
NONE OF THEM	292		292	110	77	104	68	159	64	94	50	37	104
	38.9		38.9	36.8	46.1	37.1	38.4	36.1	49.2	45.2	29.1	41.1	40.3

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL WOMEN - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 12

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	750	134	104	290	27	155	651	283	84	48	38	198	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
BREAST EXAM, BY DOCTOR	244	39	31	92	9	60	212	93	32	9	12	66	32
	32.5	29.1	29.8	31.7	33.3	38.7	32.6	32.9	38.1	18.8	31.6	33.3	32.3
EXAMINED OWN BREASTS	346	65	47	138	17	60	299	135	47	10	23	84	47
	46.1	48.5	45.2	47.6	63.0	38.7	45.9	47.7	56.0	20.8	60.5	42.4	47.5
HAD A PAP TEST	227	43	30	83	11	49	192	77	31	9	15	60	35
	30.3	32.1	28.8	28.6	40.7	31.6	29.5	27.2	36.9	18.8	39.5	30.3	35.4
NONE OF THEM	292	54	44	106	6	65	253	107	26	32	11	77	39
	38.9	40.3	42.3	36.6	22.2	41.9	38.9	37.8	31.0	66.7	28.9	38.9	39.4

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL WOMEN - ASKED ABOUT PAST 6 MONTHS

TABLE 13

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	717		717	240	182	291	147	438	130	193	192	72	248
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
BREAST EXAM. BY DOCTOR	141		141	56	41	44	28	92	21	45	39	17	33
	19.7		19.7	23.3	22.5	15.1	19.0	21.0	16.2	23.3	20.3	23.6	13.3
EXAMINED OWN BREASTS	257		257	98	73	86	71	149	37	95	69	26	61
	35.8		35.8	40.8	40.1	29.6	48.3	34.0	28.5	49.2	35.9	36.1	24.6
HAD A PAP TEST	116		116	57	37	22	18	87	11	39	34	13	26
	16.2		16.2	23.8	20.3	7.6	12.2	19.9	8.5	20.2	17.7	18.1	10.5
NONE OF THEM	414		414	129	98	183	75	256	81	92	116	38	163
	57.7		57.7	53.8	53.8	62.9	51.0	58.4	62.3	47.7	60.4	52.8	65.7

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL WOMEN - ASKED ABOUT PAST 6 MONTHS

TABLE 14

		OCCUPATION OF HEAD OF HOUSEHOLD					PRS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	717	193	92	274	18	151	611	295	62	37	36	181	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
	141	27	19	62	3	20	130	58	14	10	9	39	11
BREAST EXAM, BY DOCTOR	19.7	20.3	20.7	22.6	16.7	13.2	21.3	19.7	22.6	27.0	25.0	21.5	10.4
	287	67	38	90	8	40	222	114	25	13	13	57	35
EXAMINED OWN BREASTS	35.8	50.4	41.3	32.8	44.4	26.5	36.3	38.6	40.3	35.1	36.1	31.5	33.0
	116	22	15	54		15	106	50	13	4	10	29	10
HAD A PAP TEST	16.2	16.5	16.3	19.7		9.9	17.3	16.9	21.0	10.8	27.8	16.0	9.4
	414	64	51	157	9	99	344	163	35	22	19	105	70
NONE OF THEM	57.7	48.1	55.4	57.3	50.0	65.6	56.3	55.3	56.5	59.5	52.8	58.0	66.0

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS
BASED ON ALL WOMEN - ASKED ABOUT PAST 6 MONTHS

TABLE 15

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	717		717	240	182	291	147	490	130	198	192	72	248
	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 6 MONTHS													
	329		329	134	82	112	76	212	41	104	97	38	78
BREAST EXAM. BY DOCTOR	45.9		45.9	55.8	45.1	38.5	51.7	48.4	31.5	53.9	50.5	52.8	31.5
	388		388	141	106	140	93	238	57	132	110	41	97
EXAMINED OWN BREASTS	54.1		54.1	58.8	58.2	48.1	63.3	54.3	43.8	66.4	57.3	56.9	39.1
	308		308	133	86	88	73	203	32	107	85	35	79
HAD A PAP TEST	43.0		43.0	55.4	47.3	30.2	49.7	46.3	24.6	55.4	44.3	48.6	30.2
	211		211	58	50	101	34	121	34	48	54	21	96
NONE OF THEM	29.4		29.4	24.2	27.5	34.7	23.1	27.6	41.5	20.7	28.1	29.2	38.7

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS
BASED ON ALL WOMEN — ASKED ABOUT PAST 6 MONTHS

TABLE 16

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	717	133	92	274	18	181	611	295	62	37	36	181	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 6 MONTHS													
BREAST EXAM. BY DOCTOR	329	62	47	144	9	53	297	144	40	20	17	76	32
	45.9	46.6	51.1	52.6	50.0	35.1	48.6	48.8	64.5	54.1	47.2	42.0	30.2
EXAMINED OWN BREASTS	388	82	66	141	8	65	340	167	46	18	18	91	48
	54.1	61.7	71.7	51.5	44.4	43.0	55.6	56.6	74.2	48.6	50.0	50.3	45.3
HAD A PAP TEST	308	70	40	139	5	35	272	135	38	21	16	62	36
	43.0	52.6	43.5	50.7	27.8	23.2	44.5	45.8	61.3	56.8	44.4	34.3	34.0
NONE OF THEM	211	33	19	70	6	64	169	82	11	12	13	51	42
	29.4	24.8	20.7	25.5	33.3	42.4	27.7	27.8	17.7	32.4	36.1	28.2	39.6

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL PARENTS - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 17

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	698	320	378	344	236	117	178	426	94	279	177	65	167
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NONE IN PAST 2 MONTHS													
	160	67	93	69	62	29	47	90	23	55	46	16	41
HAD CHILD'S EYES EXAMINED	22.9	20.9	24.6	20.1	26.3	24.8	26.4	21.1	24.5	19.7	26.0	24.6	24.6
HAD CHILD'S HEARING	123	49	74	59	42	22	32	71	20	43	30	9	40
EXAMINED	17.6	15.3	19.6	17.2	17.8	18.8	18.0	16.7	21.3	15.4	16.9	13.8	24.0
	515	240	275	263	163	88	173	321	71	213	129	47	118
NONE OF THESE	73.8	75.0	72.8	76.5	69.1	75.2	69.1	75.4	75.5	76.3	72.9	72.3	70.7

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL PARENTS - ASKED ONLY ABOUT PAST 2 MONTHS

TABLE 18

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	698	161	94	346	22	47	616	296	89	50	49	132	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
	160	30	23	73	6	20	137	68	21	6	13	29	23
HAD CHILD'S EYES EXAMINED	22.9	18.6	24.5	21.1	27.3	42.6	22.2	23.0	23.6	12.0	26.5	22.0	28.0
	123	29	10	52	6	23	102	49	15	4	12	22	21
HAD CHILD'S HEARING EXAMINED	17.6	18.0	10.6	15.0	27.3	48.9	16.6	16.6	16.9	8.0	24.5	16.7	25.6
	515	116	71	269	16	23	457	217	65	44	36	95	58
NONE OF THESE	73.8	72.0	75.5	77.7	72.7	48.9	74.2	73.5	73.0	88.0	73.5	72.0	70.7

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL PARENTS - ASKED ABOUT PAST 6 MONTHS

TABLE 19

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COLLEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	705	321	384	335	273	98	171	472	60	255	240	74	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
HAD CHILD'S EYES EXAMINED	120	54	66	48	68	9	35	79	12	47	42	5	23
	17.0	16.8	17.2	14.3	25.1	9.5	20.5	15.5	20.0	18.4	17.5	6.8	17.8
HAD CHILD'S HEARING EXAMINED	91	36	55	57	30	4	20	66	5	32	37	8	14
	12.9	11.2	14.3	17.0	11.0	4.2	11.7	14.0	8.3	12.5	15.4	10.8	10.9
NONE OF THESE	564	261	303	274	203	85	134	380	48	202	188	66	104
	80.0	81.3	78.9	81.8	74.4	89.5	78.4	80.5	80.0	79.2	78.3	89.2	80.6

STEPS TAKEN AFFECTING HEALTH IN THE PAST 2 MONTHS
BASED ON ALL PARENTS - ASKED ABOUT PAST 6 MONTHS

TABLE 20

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	NOT IN SIGNAL AREA
WEIGHTED BASE	705	150	98	363	16	38	623	320	65	38	35	165	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 2 MONTHS													
HAD CHILD'S EYES EXAMINED	120	33	10	71		2	101	53	5	8	10	25	19
	17.0	22.0	10.2	19.6		5.3	16.2	16.6	7.7	21.1	28.6	15.2	23.2
HAD CHILD'S HEARING EXAMINED	91	17	4	61		6	76	34	6	7	3	24	15
	12.9	11.3	4.1	16.8		15.8	12.2	10.6	9.2	18.4	14.3	14.5	18.3
NONE OF THESE	564	114	87	279	16	32	507	259	59	30	25	134	57
	80.0	76.0	88.8	76.9	100.0	84.2	81.4	80.9	90.8	78.9	71.4	81.2	69.5

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS
BASED ON ALL PARENTS - ASKED ABOUT PAST 6 MONTHS

TABLE 21

	ALL ADULTS	SEX: MALE	SEX: FEMALE	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL	EDUCATION: GRADE SCHOOL	FAMILY INCOME: $15000 & OVER	FAMILY INCOME: $10M-$14999	FAMILY INCOME: $7000-$9999	FAMILY INCOME: UNDER $7000
WEIGHTED BASE	705	321	384	339	273	95	171	472	60	259	240	74	129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 6 MONTHS													
	278	116	157	112	121	40	72	179	22	104	108	13	42
HAD CHILD'S EYES EXAMINED	38.7	36.1	40.9	33.4	44.3	42.1	42.1	37.9	36.7	40.8	45.0	17.6	32.6
HAD CHILD'S HEARING	201	74	127	108	75	18	51	137	13	72	88	13	27
EXAMINED	28.5	23.1	33.1	32.2	27.5	18.9	29.8	29.0	21.7	28.2	36.7	17.6	20.9
	393	197	201	198	139	54	89	264	38	142	107	57	86
NONE OF THESE	55.7	59.8	52.3	59.1	50.9	56.8	52.0	55.9	63.3	55.7	44.6	77.0	66.7

STEPS TAKEN AFFECTING HEALTH IN THE PAST 6 MONTHS
BASED ON ALL PARENTS - ASKED ABOUT PAST 6 MONTHS

TABLE 22

		OCCUPATION OF HEAD OF HOUSEHOLD					PBS RECEPTION						
							IN SIGNAL AREA						
								QUALITY OF RECEPTION					NOT IN
	ALL ADULTS	PROF & BUS	CLER & SALES	MANUAL	FARMER	NON-LABOR	ALL	GOOD	FAIR	POOR	NONE	DON'T KNOW	SIGNAL AREA
WEIGHTED BASE	705	150	98	363	16	38	623	320	65	38	35	165	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DONE IN PAST 6 MONTHS													
	273	65	26	150	4	12	242	126	28	20	18	50	31
HAD CHILD'S EYES EXAMINED	38.7	43.3	26.5	41.3	25.0	31.6	38.8	39.4	43.1	52.6	51.4	30.3	37.8
HAD CHILD'S HEARING	201	42	17	120	2	6	180	90	17	19	4	50	21
EXAMINED	28.5	28.0	17.3	33.1	12.5	15.8	28.9	28.1	26.2	50.0	11.4	30.3	25.6
	393	78	68	188	12	24	348	176	36	17	16	103	45
NONE OF THESE	55.7	52.0	69.4	51.8	75.0	63.2	55.9	55.0	55.4	44.7	45.7	62.4	54.9

TECHNICAL APPENDIX

SAMPLE COMPOSITION

	Total Sample %
Total Adults	100.0
Sex	
Male	47.8
Female	52.2
	100.0
Age	
18 - 34 years	36.8
35 - 49 years	24.3
50 years and older	38.5
Undesignated	0.4
	100.0
Education	
College	25.3
High School	56.0
Grade School	18.5
Undesignated	0.2
	100.0
Annual Family Income	
$15,000 and over	31.5
$10,000 - $14,999	24.0
$5,000 - $9,999	24.9
Under $5,000	17.9
Undesignated	1.7
	100.0
Size of Community	
1,000,000 and over, including urban fringe	18.1
250,000 - 999,999, including urban fringe	21.5
50,000 - 249,999 including urban fringe	18.5
2,500 - 49,999	15.5
Under 2,500	26.4
	100.0
Race	
White	85.0
Black	13.8
Other	1.2
	100.0

(continued)

	Total Sample %
Occupation of Chief Wage Earner	
Professional & Business: Professional, technical and kindred workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	19.0
Clerical & Sales: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners)	12.2
Manual Workers: Foremen, craftsmen and kindred workers, (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, Laborers	42.2
Farmers: Farm owners, farm managers, farm foremen, farm laborers	2.8
Non-labor Force	19.1
Undesignated	4.7
	100.0

Region of the Country		
East:	Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts, New York, New Jersey Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	26.5
Midwest:	Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	28.2
South:	Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Texas, Arkansas, Oklahoma, Louisiana	27.9
West:	Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah, California, Washington, Oregon, Alaska, Hawaii	17.4
		100.0

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the Technical Appendix.

THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 1,500 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central. West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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* Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

NUMBER OF INTERVIEWS

	All Adults			Women		Parents	
		Asked About		Asked About		Asked About	
	All	6 Mos. First	2 Mos. Only	6 Mos. First	2 Mos. Only	6 Mos. First	2 Mos. Only
All	1626	826	799	417	407	397	375
Sex							
Male	801	409	392	--	--	179	173
Female	825	417	407	417	407	218	202
Age							
18 - 34 years	555	275	280	128	147	188	182
35 - 49 years	376	196	179	108	97	151	131
50 years and older	685	349	336	177	159	56	61
Education							
College	498	246	252	109	122	122	123
High School	902	457	444	250	233	248	222
Grade School	219	120	99	56	49	25	30
Family Income							
$15,000 and over	533	265	268	117	120	153	155
$10,000 - $14,999	394	208	186	111	98	128	103
$7,000 - $9,999	207	103	103	45	49	46	37
Under $7,000	465	237	228	137	129	66	74
Occupation of Head of Household							
Professional and Business	336	164	172	84	80	92	98
Clerical and Sales	195	99	96	53	51	57	52
Manual	631	326	304	155	153	196	173
Farmer	46	25	21	12	11	11	10
Non-Labor Force	344	177	167	89	90	22	25
PBS Reception							
In Signal Area Reception	1426	728	697	358	358	355	330
Good	665	347	318	169	157	186	173
Fair	160	74	86	39	46	36	47
Poor	103	50	53	22	27	21	25
None	91	47	43	21	19	19	21
Don't Know	407	210	197	107	109	93	54
Not in Signal Area	200	98	102	59	49	42	45

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

	Recommended Allowance For Sampling Error of a Percentage In Percentage Points (at 95 in 100 confidence level)*						
	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points
(at 95 in 100 confidence level)*

TABLE A	Percentages near 20 or percentages near 80			
Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B	Percentages near 50			
Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

The Gallup Organization, Inc.

And now on another topic.....

ASK EVERYONE

1. (HAND RESPONDENT CARD A) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

2. (HAND RESPONDENT CARD A) During the past six weeks, that is, since the middle of April, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 1 Heard of	Q. 2 Seen
Tony Orlando & Dawn	1( )	1( )
Little House on the Prairie	2( )	2( )
That's My Mama	3( )	3( )
Feeling Good	4( )	4( )
Kojak	5( )	5( )
Masterpiece Theater	6( )	6( )
None of the above	V( )	V( )

ASK Q. 3 IF FEELING GOOD "SEEN" IN Q. 2

3. (HAND RESPONDENT CARD B) Did you happen to see any of these "Feeling Good" shows?

1( )"Two Eyes for Keeps" - April 23

2( )"What You Don't Know Can Hurt You" - April 30

3( )"Stress" - May 7

4( )"If I Tell Him Where It Hurts Will He Listen?" - May 14

5( )"Am I Blue" - May 21

6( )"And We Shall Sing" - May 28

V( )Don't Know

FORM 1

ASK EVERYONE

4. (HAND RESPONDENT CARD C) Just thinking of the past two months, that is, since the beginning of April, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)

	Q. 4 Done in Past 2 Mo.
A. Article/Pamphlet about health	1( )
B. Blood pressure checked	2( )
C. Eyes examined	3( )
D. Reg. physical exam.	4( )
E. Hearing checked	5( )
F. Cut down eggs, meat, etc.	6( )
G. Started diet lose weight	7( )
H. Increased reg. exercise	8( )
I. Effort to quit smoking	9( )
J. Smoked cigarettes	0( )
FOR WOMEN ONLY	
K. Breast exam, by doctor	1( )
L. Examined own breasts	2( )
M. Had a Pap test	3( )
FOR PARENTS ONLY	
N. Had children's eyes examined	4( )
O. Had children's hearing examined	5( )
P. Have no children	6( )

5. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD D) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

1( )No PBS station in area

2( )PBS station, but can't get it

3( )Poor reception

4( )Fair reception

5( )Good reception

V( )Don't Know

And now on another topic.....

ASK EVERYONE

1. (HAND RESPONDENT CARD A) Regardless of whether you have seen any of them or not, which of these TV programs have you heard of? (RECORD BELOW)

2. (HAND RESPONDENT CARD A) During the past six weeks, that is, since the middle of April, which if any, of these programs have you actually watched at least once? (RECORD BELOW)

	Q. 1 Heard of	Q. 2 Seen
Tony Orlando & Dawn	1( )	1( )
Little House on the Prairie	2( )	2( )
That's My Mama	3( )	3( )
Feeling Good	4( )	4( )
Kojak	5( )	5( )
Masterpiece Theater	6( )	6( )
None of the above	V( )	V( )

ASK Q. 3 IF FEELING GOOD "SEEN" IN Q. 2

3. (HAND RESPONDENT CARD B) Did you happen to see any of these "Feeling Good" shows?

1( )"Two Eyes for Keeps" - April 23

2( )"What You Don't Know Can Hurt You" - April 30

3( )"Stress" - May 7

4( )"If I Tell Him Where It Hurts Will He Listen?" - May 14

5( )"Am I Blue" - May 21

6( )"And We Shall Sing" - May 28

V( )Don't Know

FORM 2

ASK EVERYONE

4a. (HAND RESPONDENT CARD C) Thinking back over the past six months, that is, since about the beginning of December, which if any of these have you done? Just read off the letters. (MULTIPLE RESPONSES -RECORD BELOW)

4b. Which of the following have you done in the past two months, that is, since the beginning of April? Just read off the letters. (MULTIPLE RESPONSES - RECORD BELOW)

	Q. 4a Done in Past 6 Mo.	Q. 4b Done in Past 2 Mo
A. Article/Pamphlet about health	1( )	1( )
B. Blood pressure checked	2( )	2( )
C. Eyes examined	3( )	3( )
D. Reg. physical exam.	4( )	4( )
E. Hearing checked	5( )	5( )
F. Cut down eggs, meat, etc.	6( )	6( )
G. Started diet lose weight	7( )	7( )
H. Increased reg. exercise	8( )	8( )
I. Effort to quit smoking	9( )	9( )
J. Smoked cigarettes	0( )	0( )
FOR WOMEN ONLY		
K. Breast exam, by doctor	1( )	1( )
L. Examined own breasts	2( )	2( )
M. Had a Pap test	3( )	3( )
FOR PARENTS ONLY		
N. Had children's eyes examined	4 ( )	4( )
O. Had children's hearing examined	5 ( )	5( )
P. Have no children	6( )	6( )

5. As you may know, in addition to CBS, NBC and ABC, there is a television network called PBS, or "Public Broadcasting Service". PBS stations do not carry any advertising and are publicly supported. (HAND RESPONDENT CARD D) Looking at the statements on this card, would you tell me if there is a PBS station in this area and if there is, what kind of reception you get?

1( )No PBS station in area

2( )PBS station, but can't get it

3( )Poor reception

4( )Fair reception

5( )Good reception

V( )Don't Know

Q. 1 & 2

930-K

CARD A

Tony Orlando & Dawn

Little House on the Prairie

That's My Mama

Feeling Good

Kojak

Masterpiece Theater

Q. 5

930-K

CARD D

No PBS station in area

PBS station, but can't get it

Poor reception

Fair reception

Good reception

FEELING GOOD

Wednesday, April 23 - (or during following week)

"Two Eyes for Keeps"

TOPIC: Preventable and treatable eye vision problems in adults and children

SPECIAL FEATURES:

- Host Dick Cavett introduces a child with amblyopia, and a woman with glaucoma. These eye diseases and treatments are discussed.

Wednesday, April 30 - (or during following week)

"What You Don't Know Can Hurt You"

TOPIC: Facts and myths about breast cancer and the importance of early diagnosis and treatment.

SPECIAL FEATURES:

- Dick Cavett interviews Julia Child about her experience with breast cancer. Breast self examination is demonstrated.

Wednesday, May 7 - (or during following week)

"Stress"

TOPIC: Kinds of life changes that cause stress (changing jobs, marriage, divorce, etc.) and how to cope with them.

SPECIAL FEATURES:

- Dick Cavett and a doctor discuss the "relaxation response" to stress...
- Bill Cosby talks about a stressful situation ..
- A look at the pressures on a young woman who has both a career and a new baby.

PLEASE TURN CARD OVER

CARD C

A. Looked at an article or pamphlet about health.

B. Had your blood pressure checked by a doctor, nurse, or someone else who knows how.

C. Had eyes examined by a doctor.

D. Gone to a dcotor or clinic for a regular physical examination, even though nothing was bothering you.

E. Had your hearing checked by a doctor.

F. Purposely cut down on eggs, meat, butter, or milk, because they have a lot of cholesterol in them.

G. Started a diet in order to lose weight.

H. Increased the amount of regular exercise that you do.

I. Made a special effort to quit smoking.

J. Smoked cigarettes

FOR WOMEN ONLY

K. Had a breast examination by a doctor.

L. Examined your own breasts for lumps.

M. Had a Pap test.

FOR PARENTS ONLY

N. Had your children's eyes examined by a doctor.

O. Had your children's hearing checked by a doctor.

P. Have no children